

# DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

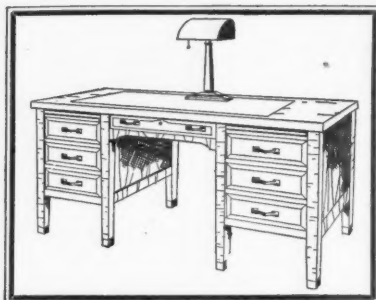


*This remarkable view of Dallas was taken from Oak Cliff by  
H. M. Sutton, President Dallas Camera Club*

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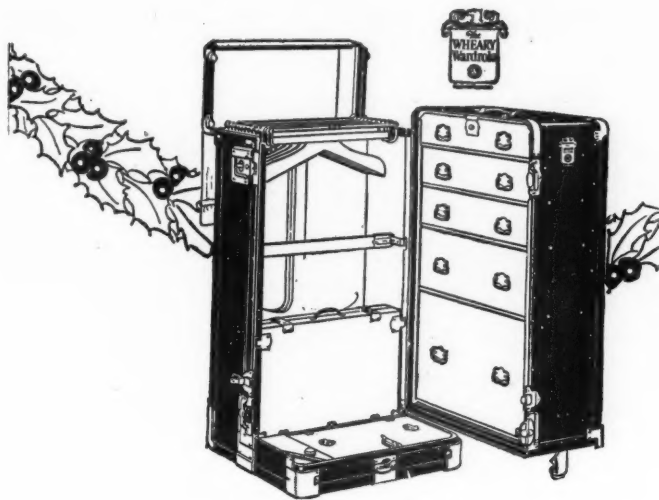
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DALLAS, TEXAS

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There is a wide difference between this kind of newspaper and the kind that is run merely for profit—though profit is always an essential.

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*Texas' Oldest Business Institution*





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# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 4

December, 1925

No. 12

## Working for a Greater Dallas

*President's Report of the Activities of the Chamber of Commerce for the Year Ending December 31st, 1925*

**I**N briefly summarizing some phases of the work of the Chamber of Commerce the past year, it is gratifying to note that the city made marked and well-rounded progress in 1925. The indications are that building permits for Greater Dallas will exceed \$30,000,000, as they did last year. The volume of bank debits is running about 20% ahead of 1924, bank clearings are about 15% greater, postal receipts are about 10% greater and the tremendous activity of Dallas real estate is shown in a gain of nearly 25% in real estate transfers over last year. Statistics to date indicate that the volume of business done by the Dallas wholesale market will pass the great record established last year, of more than three-quarters of a billion dollars. The Dallas retail market will have a business well in excess of last year and Dallas manufacturers have made remarkable strides.

These are but a few of the items showing how Dallas has forged ahead this year. There is practically no phase of the city's activities that has not shown progress. While the Chamber of Commerce, of course, does not claim credit outside its sphere, still our organized and continual effort has had some bearing at least on almost every accomplishment, and I feel that our membership can join me in a just cause for pride.

### 750 New Concerns for City

**D**ALLAS has secured about 750 new concerns the past year, many of these being directly traceable to the work of our New Industries Department. At the beginning of the year it was announced that two departments would be given particular stress in 1925. One was the newly created Southwest Development Service Department, which has been functioning in such a valuable manner. The other was our Convention Department, largely in deference to the fact that our hotel facilities have been doubled the past two years. I am glad to say that both in number and attendance, convention statistics have broken all records, and 1926 bids fair to be an even better year. The work of our Traffic Department has been outstanding, demanding attention throughout the Nation. Some of its accomplishments, recounted further in

the report, should be of inestimable value to Dallas and this territory. One of the prominent highlights of the year was the coming of the first train of the Fort Worth & Denver, for many years the Chamber having been active in attempting to secure this rail connection northwest.

### Air Mail Service Secured

**S**TILL another great accomplishment for Dallas was in securing the southern terminus of the Govern-



T. M. CULLUM  
President, Dallas Chamber of Commerce

ment air mail route between Dallas and Chicago, with connections there with other routes. The directors and staff of the Chamber gave this matter their closest attention, and received hearty co-operation from Postmaster Philp, the City Commission, the Dallas Flying Club, the Love Field Industrial District, and others.

This was another evidence of the effectiveness of the teamwork for which Dallas is famous. The city and county officials, all the business men's service clubs and every other organization never fail to respond to suggestions by the Chamber, which belongs to ALL of Dallas. The co-operation of the business men's service clubs has made possible the series of "Greater Dallas" meetings, which have been so helpful.

The publicity and fame of our city is ever spreading, as evidenced by a gain in population of around 15,000 the past year, giving us a city well above the quarter-million. How the Chamber has assisted in this publicity work is shown later in this report. Our Agricultural Department con-

tinually works in the interest of our farmers. The Commissioners' Court co-operates with the Chamber in the support of this Department. Our Junior Chamber has recorded notable accomplishments. Plans for the symmetrical development of the Dallas of the future have been studied throughout the year by our 25-Year Program Committee.

### Prominent Visitors Entertained

**T**HE Chamber has entertained several delegations of prominence, and among speakers Chamber members were privileged to hear were, Col. William Mitchell, of the Air Service; General Guy E. Tripp, of the Westinghouse Electric & Manufacturing Co.; Dean Charles M. Thompson, of the University of Illinois; Dr. G. W. Dyer, of Vanderbilt University; Colvin Brown, of the U. S. Chamber of Commerce; F. W. A. Vesper, of St. Louis, and Richard F. O'Toole, Chief Latin-American Division, U. S. Bureau Foreign and Domestic Commerce.

Good will tours and courtesy caravans have been sent over the territory to express our appreciation for the splendid patronage that has enabled Dallas to leap from 216th to 39th city in population rank in the Nation in only 55 years. I hope every member will familiarize himself with all the details of service the Chamber is rendering. All of you members are stockholders in this, Dallas' biggest and most important corporation. It pays dividends every day in the year, but many of these may be overlooked because they are not direct dividends.

### 1,050 New Members Added

**I** AM glad to report that through our Service Department and the work of our members, there have been 1,050 additions to the Chamber rolls the past year, as compared with 630 in 1924. But we should have twice that many additions in 1926; in fact the Chamber should have a membership of 5,000 if it is to measure up to the great opportunities ahead. For you know the activities of the Chamber are limited solely by its financial support and this comes only from membership dues.

Most loyal support has been received by me the past year from the Directors of the Chamber, this co-operation and aid often given at the sacrifice of their own business interests. I also wish to commend the



faithfulness and efficiency of the Chamber staff. And at the end of my two terms of service as President, I wish to offer heartfelt thanks, and the thanks of all officers and directors, for the most loyal support and co-operation of our members.

Herewith follow summarized reports of various departments of the Chamber, although it is not possible, in the brief space available, to cover more than the highlights of the work that the Chamber of Commerce is faithfully handling day after day.

### In Service for the Southwest

**R**ECOGNIZING that Dallas' future growth and prosperity depend very largely on the growth and prosperity of communities in her trade territory, it has for several years been the plan of the Dallas Chamber of Commerce to create a department to study problems of Southwestern communities and to give practical assistance in the solution of these problems. It was foreseen that such a service would help establish personal contacts between Dallas and other communities and help build good will for Dallas. Creation of such a bureau was one of the major activities promised in the campaign for additional funds early in 1925.

The Southwest Development Service, established April 15, 1925, is the fulfillment of these plans and promises. In the first seven months of its existence, this youngest department of the Dallas Chamber of Commerce has established contacts with 407 Texas communities; has rendered direct service to 144 towns, and has made 79 personal visits to 55 different Texas places. As the work was started on a limited scale, activities to date have been confined largely to Texas. The response from communities has been even more gratifying than had been anticipated. Chamber of Commerce officials in smaller towns have been unanimous in declaring that the new development service fills a long-felt need and demands for the service give ample evidence of their sincerity.

The 407 towns with which personal contacts have been made are located in every part of Texas. Some are in remote sections, seldom given slightest attention by larger cities. Many are in rich, new territories soon to be made more accessible to Dallas trade by new railroads and highways. In each of these 407 communities, there are citizens who have had personal contact with the Southwest Development Service, either by visits or correspondence. They know that Dallas stands ready to help them develop their own communities.

#### Actual Service Rendered

**I**N 144 of these towns, Dallas has found opportunity to render actual service. Assistance has been given communities in organizing a local Chamber of Commerce or reviving an inactive organization; securing an ex-

perienced secretary; planning Chamber of Commerce membership campaign, budget, office administration, program work, and special activities; developing local trade territory; promoting civic improvement campaigns; fostering better farming methods; securing a county agent; preparing publicity matter and exhibits; securing good public speakers, and in many other ways. It has been found that there are as many different kinds of community problems as there are communities, and that a careful study of each problem must be made in order to render real service.

### 1925 Committees of the Dallas Chamber of Commerce

Committee	Chairman
Directors	T. M. Cullum
Wholesale Mer. Assn.	J. A. Rogers
Retail Merchants' Assn.	D. L. Whittle
Manufacturers' Assn.	B. A. Evans
Military Affairs	Dr. J. O. McReynolds
Junior C. of C.	John D. Jacobson
Agri. Advisory Board	J. H. Connell
25-Year Program	Frank L. McNeny
U. S. Chamber Bldg. Fd.	Louis Lipsitz
City Plan Financing	Edward Tische
Dallas-N. W. Highway	Nathan Adams
Air-Mail Service	Arthur L. Kramer
Railroad Developments	A. M. Matson
Dallas Day-State Fair	Jack Biard
New Industries	C. E. Calder
Good Will Tours	A. P. Johnston
Courtesy Caravans	
Otto Lang, Herman Philipson	
Grand Opera Com.	Herbert Marcus
Ft. Worth & Denver Celebration	
Good Roads	A. M. Matson
Fire Waste Prevention	T. E. Jackson
Traffic Committee	Seth Tate
Chamber Program Expansion	
Const. Amendments	H. A. Olmsted
Natl. Councilor U. S. Chamber	
	J. C. Duke
Municipal Bus Franchise	G. M. Seay
Annexations	Sawnie Aldredge
Nominating Committee Annual Election	Edgar L. Flippen
Tellers' Committee Annual Election	Ben Ball
Delegation U. S. Chamber District Convention	Geo. Waverly Briggs
Recommendation New General Manager	E. R. Brown
Merchants & Manufacturers Trust Co. Investigation	Joe E. Lawther
Membership Committees	
George Bird, W. G. Cullum, Henry Seeligson, W. M. Newman, L. S. Dickason.	
Dinner Honoring Federal Reserve Agent	Louis Lipsitz
Entertainment Associated Ad Club	
Visitors	Fred E. Johnston

The 79 visits to Texas towns were made on invitations from the towns visited. While on these visits, the Dallas representative made surveys of local problems, rendered any possible service, and often attended important meetings. He made it a point to visit Chamber of Commerce officers, county agents, public officials, and as many other leading citizens as possible. Many visits were made to represent Dallas at conventions where county, district or state development problems were discussed.

It is also pleasing to note that a rapidly increasing number of representatives from Southwestern communities are visiting the offices of the Dallas Chamber of Commerce for conferences and information. It might

be mentioned in this connection that 69 Chamber of Commerce secretaries from all parts of Texas attended a luncheon given in their honor by the Dallas Chamber of Commerce during the 1925 State Fair of Texas. This was more than double the number attending any previous similar event in Dallas.

The Southwest Development Service is constantly compiling information on communities, their leaders, problems, activities, and resources. This information is secured from newspapers, press clipping service, publications, reports, correspondence and visits. Current community developments and activities are given proper recognition and no opportunity is lost to commend a citizen of another community for a worthy accomplishment or to congratulate him on the success of an enterprise.

#### Co-operation with Existing Agencies

**C**LOSE co-operation is maintained with existing service-rendering agencies, such as the United States Chamber of Commerce, regional commercial organizations, state organization of Chamber of Commerce secretaries, extension departments of state colleges, farmers' organizations, State Fair of Texas, and the agricultural and industrial departments of railroad companies and other large firms. The hearty co-operation given by all such agencies has been one of the most pleasing features of the new work.

In all its activities, the Southwest Development Service has recognized the importance of local Chambers of Commerce in community development. Where such organizations exist, there has been the 'closest of co-operation with them. Every effort is made to think, talk and work in terms of the community being served. Communities are approached in the spirit of working together for the upbuilding of the Southwest and with a mutual understanding that both communities will benefit from such co-operation.

With the experience of 1925 and the continued hearty co-operation of all Dallas, the Southwest Development Service hopes in 1926 to make Dallas the real "Service Station of the Southwest."

### Greatest Convention Year Experienced

**C**ONVENTION work in Dallas has received a greater expenditure of time, energy and money this year than ever before and with gratifying results. As this report goes to press, a total of 244 conventions or events bringing visitors to Dallas have been held during 1925, or are scheduled during the remainder of December. Attendance of visitors at these conventions totals 93,125, according to records compiled as carefully as possible. The State Fair, with its total attendance of around 750,000, is not included in the list, and neither is any convention bringing fewer than 25 visitors, this being the basis used by practically all convention cities.

The number of conventions easily



exceeds any previous year, shown as follows:

1922 .....	115
1923 .....	180
1924 .....	145
1925 .....	244

Attendance at conventions this year also is well in excess of any previous year in Dallas' history. Last year the attendance was 60,000, as compared with 93,125 this year.

#### Visitors Spend \$3,142,968

**A**T the recent convention of the International Association of Convention Bureaus, a survey made by the membership showed that the average visitor spends \$11.25 a day in a convention city, exclusive of his expenses enroute. Since the stay of the average convention visitor is three days, this would mean \$33.75 per delegate for the 93,125 visitors here the past year, or a total of \$3,142,968 in new money placed in Dallas' trade channels.

To get the full import of this, it might be mentioned that the average annual payroll of Dallas factories, according to the 1920 Federal census, was \$27,263. This would mean that the money left by convention visitors in Dallas the past year amounts to as much as the payroll of 125 industries.

#### Other Convention Benefits

**A** RECENT survey made of each house in a new residential section of Detroit showed that one out of every 20 families moved to that city as a direct result of conventions held there. Either they had themselves attended the convention or they were influenced by friends who had attended. Perhaps greater than the financial returns is the fact that convention visitors cannot fail to be impressed by Dallas and will give the city valuable publicity among their friends. As a result of conventions, moreover, Dallas has secured thousands of lines of publicity the past year in newspapers, trade publications and class magazines that will react favorably for the city, as well as for all of Texas and the Southwest. Conventions here are valuable in that they enable all local people to benefit from the dissemination of new ideas and inspiration at the convention.

The Convention Department keeps on file every convention held annually in the United States, and this year has given attention to some 500 of these, being able, of course, to invite only those where the local interested group consents. Employees of the Department in many instances have made trips to conventions with local delegations. Assistance has been given in securing publicity for conventions, in handling hotel reservations, arranging for auditoriums, making application for special railroad rates, sending letters and printed matter to increase attendance at a specific convention, arranging automobile rides and other entertainment and in handling a thousand and one other details that make for securing and pleasing convention visitors.

#### Here's How You Can Help

**T**HE greatest problem in convention work is securing the interest of local people in inviting the gatherings of organizations with

which they are connected. We wish to thank all the loyal groups that have invited or entertained conventions this year. Outstanding was the entertainment of the Confederate Veterans, in which the entire city took part. Another group deserving particular praise is the Dallas County Medical Society which entertained the Southern Medical Association this fall and then landed the great American Medical Convention for next April. The educational group entertained the State Teachers this fall and are going after the National School Superintendents for February, 1927. Limited space will not permit credit or mention of the splendid list of conventions this year, or announcement of the many conventions for 1926 which, from present indications, will surpass 1925. The 1926 list includes so far ten national gatherings, and more than 100 other conventions.

There is no man or woman in Dallas who does not belong to some one or more organizations holding conventions annually. How about your next convention for Dallas? Dallas' hotel facilities have been doubled the past two years, giving us total hotel accommodations for 17,500 guests. The Hotel Men's Association is giving the Convention Department the closest co-operation. Dallas wants and needs conventions at all times, but they will be especially welcome during the next two years, or until our city becomes adjusted to its increased hotel facilities. There has been an enormous hotel-building program throughout the nation since the War and competition for conventions is much keener than ever before. The price of Dallas' progress as a convention center is the continuous aggressiveness of its citizenship as a whole.

### Manufacturing Makes Steady Strides

**T**HE Manufacturers' Department of the Chamber of Commerce has been active during the year 1925 under the direction of its President, B. A. Evans, and its Board of Directors.

More than three hundred factory plants have been visited during the year and the reports of the factories of Dallas to the office of the Department indicate that the factories are practically all busy in the full time production of merchandise for distribution throughout the Southwest trade territory.

Instead of the annual Exposition at the State Fair, which has been conducted for the past three years by the Dallas Manufacturers' Association, Dallas co-operated with the Texas State Manufacturers' Association in the establishment of the Texas State Industrial Exposition which was a pronounced success. Much credit is due the Texas State Manufacturers' Association and its Vice President and Manager, G. M. Knebel, for the success of this Exposition and plans are now under way which should make the 1926 Texas State Industrial Exposition an even greater success.

One of the constant purposes of the Manufacturers' Association is keeping before the public the necessity of increasing the factories of Dallas and the inspiring of a consciousness upon the part of our citizens to lend a constant and full support to an enlarged industrial program for Dallas, for Texas and for the Southwest.

The year 1925 has been a successful one for the Manufacturers' Department and the year ahead should mark



B. A. EVANS  
President, Manufacturers' Association

a decided advance in the number of factories in Dallas, in the output of these factories and in the development of a growing public consciousness that will result in the establishment of many more needed industries in Dallas.

### Extending Dallas' Wholesale Market

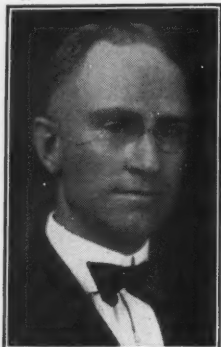
**T**HE year just closing has been a successful one in the wholesale market of Dallas. Notwithstanding the fact that a considerable portion of the territory has experienced adverse conditions, the number of merchants visiting the market has shown an increase over any previous year, and, while the volume of sales can not be fully forecast at this time, it is altogether probable that the total for the year will show an increase in volume over previous years.

The administration of J. A. Rogers, President of the Wholesale Merchants' Association, has been one marked with progress in every department of the Association's work. A comprehensive advertising campaign was engaged in during 1925 with "direct-by-mail advertising" consisting of more than a quarter of a million pieces and advertising carried in daily newspapers with a combined circulation of more than one million subscribers.

Six style shows have been held during the year with a combined attendance of more than twelve thou-

sand, and, through this means, Dallas has been sold to the merchants of the Southwest as a style center.

The Wholesale Luncheon Club, composed of members of the Wholesale Department, has held regular meetings during the year with an average attendance of seventy. This club, first under the presidency of King H.



JOHN A. ROGERS  
President, Wholesale Merchants' Association

Dugan, and now under the presidency of M. I. Freedman, has done good work in promoting a co-operative spirit among the wholesalers of Dallas.

The membership of the Association has been increased during the year of 1925 and a general forward movement has marked the work of the Association.

The wholesale market looks toward 1926 with confidence, fully expecting the New Year to hold the fulfillment of enlarged plans for the wholesale market.

Taken as a whole, the year just closing has been one of progress and material achievement.

### Telling the World About Dallas

TO advertise Dallas to the world is one of the major activities of the Chamber of Commerce. Each year the importance of reliable and constructive publicity is gaining more recognition as one of the basic elements for community growth. The Dallas Chamber of Commerce always attempts to be conservative in its statements and the statistics and word of the Dallas Chamber are considered as authoritative throughout the United States.

One of the chief functions of the Research, Statistics and Publicity Department is in furnishing information regarding the opportunities offered by Dallas to new citizens and furnishing sources of supply to merchants throughout the Southwest. More than 7,000 letters of this nature were handled by this department during 1925. In addition some 5,500 telephonic and personal requests were answered. Approximately 62,000 pieces of printed matter have been sent out and revised

data on the city furnished to a large number of encyclopedias, atlases and directories, published chiefly in the North.

The local press has co-operated closely with the Chamber of Commerce and more than two and a half thousand items have been carried mentioning the activities of this organization. A great many feature stories on different phases of the industrial and commercial life of the city have been given prominent play in the newspapers and on many occasions the Publicity Department has helped compile the data.

Research has been carried on along various lines for many Chamber members and much information and new statistics worked up. Among the important surveys released this year were the manufacturing volume of Dallas in 1925; the export trade of this city during 1924; the position of Dallas as a flying center and statistics on Dallas, Texas and the Southwest.

### Magazine "Dallas" Growing

"DALLAS" completes its fourth year with this issue. It has steadily grown in prestige and value as a publicity medium. The aim of this magazine has been to keep the members of the Dallas Chamber of Commerce in touch with the organization; show the people of this city the many and varied aspects of its commercial make-up; inform Dallas and the world of business conditions in this section and stimulate city pride and "Dallas Spirit."

Every effort has been made to constantly improve the contents and appearance of the publication and a constantly greater advertising patronage has made this possible.

In addition to circulating among local business men, "Dallas" carries its message from Canada to Mexico and from the Atlantic to the Pacific.

### Scope of Dallas Retail Market Grows

INCREASING good will for the Dallas retail market over the territory has been one of the chief objectives of the Retail Merchants' Department the past year. Dallas in retail prestige now ranks with cities of 500,000, according to the statements of visiting business experts. The more than 3,000 retail concerns of Dallas transacted some \$260,000,000 worth of business the past year.

A continuance of the popular "Courtesy Caravans" was one of the plans used in furthering the familiarity of our neighbors with Dallas. Courtesy Caravans, well attended and well received, were sent to McKinney and Corsicana. The effect of the tours was heightened by the distribution of printed matter descriptive of Dallas and by advertising and news stories in the press of those cities. Motion pictures made on the Corsicana tour were shown in Dallas and later sent for free use in the-

aters in the towns visited. The Department also co-operated with motion picture photographers in securing films in various other neighboring towns, these being shown in Dallas theaters.

Further information about Dallas, including its hotels, theaters, golf courses, railroad facilities, retail market and other features, is being carried in a series of newspaper adver-



D. L. WHITTLE  
President, Retail Merchants' Association

tisements, being carried in the local press over a period of three months. This publicity is proving helpful in bringing more out-of-town holiday shoppers and in promoting earlier Christmas shopping.

The Retail Department has co-operated in the work of the Southwest Development Service Department of the Chamber and had representatives on the Chamber of Commerce annual good will tour, West Texas Chamber Convention, a community trip to Mesquite, and various other tours over the territory.

### Aid Grand Opera Work

THE Secretary of the Department was loaned to the Grand Opera Committee for an extended period to aid in successfully staging Grand Opera here. Representatives were sent to the annual meeting of the Retail Merchants' Association of Texas and the 1926 convention secured for Dallas. Close co-operation was given the Convention Department of the Chamber in connection with the securing and entertainment of conventions, and in securing a larger attendance at conventions and other events.

Assistance was given the Junior Chamber of Commerce in promoting attendance on Dallas Day at the State Fair. Assistance was also given in connection with securing air mail for Dallas. A committee has been working with the Kessler Plan Association in studying traffic conditions, the necessity for cutting streets through some of the long downtown blocks and other matters of vital interest. Merchants have been urged to enforce more careful driving by their delivery men.

Legislation affecting retailers has been given close study—local, State and National. Meetings have been held with the City Commission. Aid was given in the passage of the State measure known as the "Bad Check" bill. The Department has co-operated

with the Better Business Bureau, Merchants' Retail Credit Association and Stores' Mutual Protective Association, as well as National and State retail organizations. A study has been made looking to quicker express deliveries in the downtown district.

Several bulletins have been issued containing trade information or other data of value to members. Uniformity in summer closing and closing for certain holidays has been fostered. Helpful publicity in the local press has been secured on retail affairs. The Department has lent ready co-operation to all activities of the Chamber of Commerce, even though some of these had no direct bearing on the welfare of retailers.

### Junior Chamber Has Active Year

THE outstanding accomplishment of the year by the Junior Chamber of Commerce was the erection of the Ferris Plaza Waiting Station opposite the Union Terminal. The purpose of the station is to house an information bureau and to provide shelter for people arriving in Dallas at the Union Terminal Station and desiring to catch street cars and interurbans to reach their final destinations. The building is an ornamental brick structure sixty feet long by thirty feet wide. It is maintained by the Park Department of the City and operated by the street railway and interurban interests. The building adds greatly to the utility of the Plaza without detracting from its beauty.

The erection of this building was made possible by the generosity of sixty-three Dallas firms and individuals who contributed either material, money, or services to the completion of the project. The dealers in building material of the city contributed the materials for the building, amounting in all to about \$4,000, and the traction companies and utilities most interested contributed enough money to pay the labor cost of the erection, which totaled \$2200. A bronze tablet has been prepared and put up inside the station listing the names of the contributors.

Another completed project of which the Junior Chamber is particularly proud is the publication of a booklet entitled, "Know Dallas." This booklet was written last year by members of the organization to be used as a supplementary textbook in the Public Schools of Dallas. It was printed this spring by the Board of Education in the shop at the Bryan Street High School and will be used by classes in civics and kindred subjects in both the high schools and the elementary schools.

Copies of "Know Dallas" were forwarded by the Chamber of Commerce to the public libraries of all cities in the United States of 100,000 or more population. A limited number of copies were also purchased by the Junior Chamber and distributed locally.

### Broadcasting Dallas

THE Junior Chamber started early in the year a number of programs broadcasting Dallas over the radio. A series of four-minute speeches was begun on January 8th and continued three or four times a week until March 14th, including 45 talks on such subjects as, "Dallas as a Retail



JOHN D. JACOBSON  
President, Dallas Junior Chamber of Commerce

Center," "The Railroad Facilities of Dallas," "Dallas as an Educational Center," etc. This work was done by the Public Speaking Club of the Junior Chamber and brought praise from all corners of the United States.

In co-operation with the school authorities and the Palace Theater, industrial films of an educational nature were shown to the students of the elementary schools in continuation of a series started in the fall of 1924.

Pictures showing the production of natural gas, oxygen, and ingot iron were included in this year's program, as well as a safety film entitled "Play Safe," which was shown in the schools for a period of two weeks.

### Dallas Day at Fair

THE campaign to stimulate attendance at the State Fair on Dallas Day was handled this year by the Junior Chamber. The preliminary work resulted in a general closing of business houses and offices at 12 o'clock on that day but the weather seriously interfered with the attendance. In spite of the constant rain throughout the day, the records showed that 48,000 people passed the turnstiles.

In co-operation with the County Agricultural Agent, the Junior Chamber members paid the expenses of four Dallas farm boys to the annual short course held at the Texas A. & M. College in July. These four boys were the members of the Dallas County Stock Judging Team and they made a very creditable showing in the State contest.

Appointments were recently made by the Junior Chamber that will insure close co-operation between the Junior Chamber and the Kessler Plan Association. Representatives of the young men's organization will be made members of all of the committees of the Kessler Plan Association and will do their bit in carrying out the city-wide program of that association.

### DALLAS CHAMBER OF COMMERCE PRELIMINARY OPERATING STATEMENT FOR 1925 (December Estimated)

#### RECEIPTS

Membership Dues and Budget Subscriptions.....	\$121,500
Magazine "Dallas" .....	13,050
Miscellaneous .....	3,950
<b>Total Receipts.....</b>	<b>\$138,500</b>

#### EXPENSES

General Operation, Service, Membership, Finance, etc. ....	\$ 32,780
Wholesalers, Manufacturers, Retailers, Conventions, and Publicity .....	21,380
Additional Convention Work.....	3,300
New Industries and Traffic Department.....	24,620
Agriculture (Dallas County) .....	2,940
Southwest Development Service .....	4,890
Junior Chamber of Commerce .....	1,300
Magazine "Dallas" .....	13,030
Committee and Special Expense .....	5,400
Building Maintenance .....	7,510
Taxes .....	3,100
Interest on Deferred Building Payments.....	5,000
Payments on Building Account Principal.....	10,000
Building Improvements .....	3,250

**Total Expense..... \$138,500**

NOTE.—Statement does not include special funds for advertising, trade trips, etc., which were financed by those who participated. A complete audit of the books was made on June 30, 1925, and will be repeated December 31, 1925.



## Keeping Dallas in Lead Agriculturally

THE County Agricultural Extension work has had a very successful year. This work is conducted by the Agricultural and Mechanical College of Texas in co-operation with the Dallas Chamber of Commerce and the Commissioners' Court of Dallas County. The offices of the County Agent are in the Chamber of Commerce building and are operated as the agricultural department of the Dallas Chamber.

Over four thousand men and boys have received practical ideas on the best methods of farming, successful and proven practices of livestock keeping and scientific methods of poultry production. There are eight well organized communities in the county through which this information is disseminated.

Among the practical demonstrations carried on during the present year may be mentioned: Pruning, spraying, terracing, conservation and poultry culling. Balanced rations for stock have been furnished to a large number of livestock breeders and many registered sires placed on the farms of Dallas county. One outcome of the work done during the past few years is the fact that all registered herds are tuberculin-free or are under the process of accreditation.

The following varieties of wheat have proven very satisfactory in Dallas County: Mediterranean, Kanred and Smooth head. Demonstrations have been held on fifteen farms in field selection of seed corn. As a result it is hoped to increase the corn yield at least 25% in the next two years.

Several hundred boys have been enrolled in the Boys' Agricultural Club. These are grouped in twenty-five community clubs, each conducting a special line of work as called for by community conditions.

## Work Among the Women of Dallas County

REPORTS of the Home Demonstration agent show results which indicate that the women and girls of Dallas County are not the "isolated group" so often spoken of.

In all the larger schools of the county, where courses in Home Economics are not offered, the girls have been organized into clubs which study food preparation, clothing and similar subjects. Practical work is done in poultry, gardening and dairying instruction.

During the year these girls' clubs have won nine State prizes, thirteen State Fair prizes, seven short course scholarships at College Station and nine to the State Fair Encampment.

Home Demonstration clubs are conducted among the women of the county and the work thus far done has

proven very satisfactory. For the furtherance of this work a group of Dallas county women meet each week to plan the club work.

The county programs for 1926 as now outlined will give an idea of the scope of the Home Demonstration work. Subjects to be covered are: Budgeting, millinery, canning, gardening, art in the home, clothing, school lunches and other home-interest matters. From this brief summary it will be seen that the work is essentially practical.

Dallas county has a Federation of Rural Clubs of which it can be justly proud. Not only do these clubs foster

## A Good Investment

*Is your file of back numbers of "Dallas" complete?*

If not, you will surely want to add a cloth-bound copy of Volume 4 to your library.

A complete history of 1925 Dallas. Articles, statistics, illustrations, covering all phases of the commercial and industrial life of Dallas.

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Address: Magazine Department, Dallas Chamber of Commerce.

community spirit but they advance the civic, social and educational standard of this county.

A pageant, written by a Dallas county woman, has been presented a number of times. Its theme was historical and did much to stimulate an interest in early Texas history.

All these projects are carried on by the women of the county through the inspiration and help of the Home Demonstration agent.

## Chamber Adds 1,050 Members in 1925

THE Service Department, charged principally with the responsibility of handling membership activities, reports 1,050 new members secured during the year, as compared with 630 in 1924. The Department has issued and mailed 25,000 copies of a weekly service bulletin, has made 750 calls on new concerns and written letters to 350 new concerns and has handled 1,750 special calls for various services to members. In addition response has been made by telephone or letter to many requests.

The Department wishes to extend most hearty thanks to the Membership Committees and individuals who gave such valuable co-operation during the year. This includes the special committee working under the Chamber Program Extension Campaign in January, which added between 400 and 500 members. The goal of the

Department is 5,000 members for the Chamber and, with the assistance of more loyal workers, hope is expressed that the aim will be attained.

During the year the Service Department co-operated closely in the handling of the "Greater Dallas" series of meetings, which have proven so popular and helpful in stimulating the famous Dallas Spirit. The Department desires to give full service to members and welcomes all suggestions and requests for such service.

## New Industries Work Successful

THIS report is for the period January 1st to November 21st, 1925. During this time a grand total of 660 new businesses started in Dallas. Of the entire number of new concerns for Dallas, 102, or 15½% were representative concerns from other cities.

Upon this basis by the end of the year the grand total of concerns opening in Dallas will probably reach 750 and, using the same percentage basis, the number of "foreign" concerns will probably reach 112.

The list of foreign concerns which have opened in Dallas during 1925 includes only those which have established direct sales offices, warehouses, factory branches, and manufacturing plants, and does not include a large number of foreign concerns which opened in Dallas during 1925 by means of distributors. A large number of concerns, especially in the furniture line, during 1925 secured representation in Dallas by means of local distributing companies, warehousing agents, and similar representation. Foreign concerns opening in Dallas during 1925 by this method are not included in the total of 102 as given above. As a matter of fact, more than 125 concerns secured agents, representatives and distributors in Dallas during the year.

Quite a large proportion of these concerns were secured through the efforts of the New Industries Department. A large volume of printed matter describing the advantages of Dallas has been sent out by the department during the year and, in many cases, the recipients stated that they would not be interested in opening direct branches or offices but did desire to secure local representation. The New Industries Department maintains a file of manufacturers' agents, distribution companies, and sales representatives showing the products handled and the firms represented. In a number of cases these requests for local representatives were passed to local concerns interested in the products with the result that many of the foreign concerns mentioned are now operating in Dallas through representation by Dallas salesmen, agents and distributors, most of whom are members of the Dallas Chamber of Commerce.

This particular phase of the work has been carried on with the thought



in mind that foreign concerns securing Dallas representation would later on, when business conditions as represented by volume of sales justified, open their own direct branches. In fact, this has happened in several cases during 1925.

In addition to maintaining the list of Dallas distributors and agents the department has frequently published, under the heading "Business Opportunities" in the magazine "Dallas," short notices setting forth the requirements of foreign manufacturers who desired representation in Dallas. Quite a number of Dallas agents and salesmen secured the representation of these foreign concerns through this medium.

#### Prospects Bright.

In addition to the concerns listed, it should also be noted that the department now has on file statements from a number of concerns with which the department has been corresponding to the effect that they would open branches in Dallas shortly after the first of the coming year. Two of these will open complete branch factories in Dallas. Inasmuch as this information was divulged to the department in confidence, the names of these concerns are not given in this report.

The department is also negotiating with a number of concerns which it is believed will also open branches in Dallas in the near future, although statements to this effect have not been authorized by the firms in question.

#### Research Work.

A large amount of research work has been done by the department in various lines and the information developed is being compiled in a form suitable for presentation to prospective new industries. As an example of this is the "Glass Bottle Survey" prepared by the department. Excerpts from this survey are published on page fifteen of this number of "Dallas." This survey is the first of a series which will include kaolin (china clay), iron and steel products, shoes, tin cans, clothing and other needed Dallas industries.

In addition to other research work done by the department a complete revision of the Industrial Survey was made. Three hundred copies of this survey were printed and a large number have been furnished to prospective new industries. The Magic Circle folder has been sent to approximately three thousand firms in various sections of the United States. A further supply of the revised Magic Circle folder is now on the press.

The November issue of "Dallas," known as the "Industrial Number," has been sent to a specially selected list of prospective new concerns. The department co-operated very closely with the magazine department in preparing this number and furnished a substantial share of the statistical information contained in the industrial number. The department also prepared several of the articles used in the Industrial Number. The department mailed copies of the Industrial

Number to more than five hundred manufacturers in other cities, a large number of which, so far as is known, had never received any information about Dallas. The list was especially selected by the department to include manufacturers interested in the particular information developed in the Industrial Number, and only those concerns were included which had a substantial rating with the commercial agencies. To date, the replies received from manufacturers, to whom the survey was sent, indicate that a great deal of interest has been engendered by the Industrial issue, and it will probably result in a number of these concerns opening branches in Dallas during the coming year.

#### Legal Work.

The department has also been working upon the matter of Texas foreign corporation laws. In this work, a resume of the foreign corporation laws of practically every State in the Union has been prepared and, in addition, a tabulation has been made up showing the principal features of these laws in each State. In the work of bringing new concerns to Dallas, one of the chief resistances encountered is the apparently unusual costs to a foreign concern doing business in Texas. The information developed on this question, as mentioned above, is for the purpose of showing that these costs are not unusually high and, in many cases, are lower than in other States.

The department has co-operated very closely with the Transportation Department in furnishing rate information to new concerns. A large number of rate statements have been made up to show prospective new industries the advantages of doing business from Dallas. In several cases similar information has been furnished to foreign concerns now maintaining sales offices in Dallas, with the purpose of showing them the advantages of maintaining in this city complete factory branches.

### Transportation Department Very Active

THIS report is for the period of January 1st to November 24th, 1925.

1. The Traffic Committee up to and including November 24, held twenty-two meetings with an average attendance of 11 members. This is four meetings more than were held during 1924. At these meetings, twenty-three visitors or guests were entertained concerning various matters relative to the welfare of the city and the transportation situation.

2. The Traffic Committee holds meetings on the first and third Tuesday of each month and these meetings are open to the Dallas shippers and members of the Chamber of Commerce for the discussion of transportation problems, and the committee is highly gratified that the Dallas shippers as well as the Dallas railroads

are freely consulting and co-operating with the Committee.

3. Four supplements were issued to Rate and Routing Circular No. 4, and distributed to all Dallas shippers. These supplements were made necessary by reductions in rates occasioned by the entry of the Fort Worth & Denver Railroad into Dallas June 1, and by changes in routing authorized by the Traffic Committee.

4. A number of complaints against several carriers were handled by the Traffic Committee, and adjusted to the satisfaction of all concerned. In the majority of the cases, the Committee's investigation showed that the shippers were at fault, either by improperly routing their merchandise or overlooking the departure time of the various package cars out of Dallas. In other cases the carriers were found to be at fault and when corrections could not be made by the carriers, the routings were changed. In this connection the department makes every effort to see that shippers follow the instructions contained in the circular, and that they fully realize the importance of this. This point is stressed here because the routing of merchandise out of Dallas via the lines that give the best service is paramount to the continued success of the Dallas package cars.

5. In an active campaign with the carriers, the department succeeded in making eighteen (18) improvements in the package car service out of Dallas. In detail these improvements are:

(a) Dallas to Vernon; (b) Dallas to Denver points, Rhome to Henrietta; (c) Dallas to Galveston; (d) Dallas to Chillicothe; (e) Dallas to Bowie, Chico and Park Springs; (f) Dallas to Dublin; (g) Dallas to Honey Grove; (h) Dallas to Katy points, Wichita Falls, to Altus, Okla.; (i) Dallas to Hurst; (j) Dallas to Sweetwater; (k) Dallas to Santa Fe points, Gannon to Southland; (l) Dallas to Santa Fe points, Slayton to Ferguson; (m) Dallas to Santa Fe points, Lofton to La Mesa; (n) Dallas to Lubbock; (o) Dallas to Santa Fe points, Idalou to Seagrave; (p) Dallas to Plainview; (q) Dallas to Santa Fe points, Lida to Floydada; (r) Dallas to Santa Fe points, Amarillo to Finney and Farwell.

6. Special passenger rates were secured for the Spring and Fall Trade Trips, the School Teachers' Convention, and the Confederate Reunion.

#### Dallas Shippers Saved Large Sums

7. The department has handled many claims and complaints direct with the railroads for various shippers of Dallas and succeeded in securing satisfactory rate adjustments in a large number of cases. In addition, a large number of cases were handled before the Interstate Commerce Commission and the Railroad Commission of Texas. Among the most important of the many cases handled are the following:

(a) Transit rates on pipe. Attended hearing at Tulsa, Oklahoma, protesting granting of transit on this commodity at St. Louis without an equal privilege at Dallas. Case still pending.

(b) Express Rates. Appeared in three cases before the Railroad Commission of Texas in the matter of supplemental rates in the classification of express merchandise between points in Texas. In two of the instances we were co-operating with the express company. In the

(Continued on page 22)

# November Business Smashes All Records



NOVEMBER materially helped this year increase its lead over 1924. Building has again forged ahead and now leads the 1924 figures by more than \$500,000. Increases for the first eleven months of 1925 as compared with 1924 are: Real Estate Transfers, 25%; Bank Clearings, 16%; Debits, 19%; Postal Receipts, 11%; Building Permits, .018%.

REAL ESTATE TRANSFERS, DALLAS COUNTY			BANK CLEARINGS		DEBITS TO INDIVIDUAL ACCTS.	
	1924	1925	1924	1925	1924	1925
January	\$ 5,966,506	\$ 7,132,127	\$ 175,728,270	\$221,291,763	\$203,546,000	\$263,899,000
February	5,826,384	6,520,472	166,206,564	204,232,270	168,471,000	203,672,000
March	6,297,201	7,447,307	174,544,239	216,108,449	165,481,000	219,568,000
April	5,981,020	7,086,458	160,062,097	179,608,181	163,104,000	184,462,000
May	6,649,805	8,992,467	161,836,313	166,792,239	156,441,000	175,781,000
June	5,936,195	9,197,746	147,768,351	177,510,437	145,519,000	184,294,000
July	6,137,307	6,540,717	147,647,935	184,530,172	147,278,000	184,649,000
August	4,862,868	7,791,921	149,975,148	178,289,499	145,100,000	168,769,000
September	5,709,326	6,111,213	218,421,658	241,091,583	190,790,000	211,992,000
October	6,072,952	6,865,171	268,289,401	283,792,035	236,116,000	265,837,000
November	4,833,171	6,835,639	218,684,948	246,879,294	208,127,000	235,196,000
Sub-Totals	\$64,272,730	\$80,521,238	\$1,979,159,924	\$2,300,125,922	1,929,972,000	2,298,119,000
December	6,206,582		229,634,948		248,773,000	
Totals	\$70,479,312		\$2,208,794,872		\$2,178,745,000	
POSTAL RECEIPTS			BUILDING PERMITS		WATER CONNECTIONS	
	1924	1925	1924	1925	1924	1925
January	\$ 258,268.58	\$285,183.16	\$ 2,996,770	\$2,908,070	42,808	46,823
February	266,450.79	272,454.56	2,179,594	2,147,552	45,096	47,175
March	264,327.25	281,863.02	2,712,158	2,058,841	49,412	47,675
April	249,848.40	263,172.89	2,221,890	3,348,282	43,765	48,210
May	229,122.02	246,524.66	2,726,780	3,804,113	44,171	48,666
June	236,959.56	264,010.62	1,882,666	1,649,972	44,520	49,010
July	206,208.24	244,428.75	2,230,311	1,990,346	44,807	49,654
August	224,249.26	256,298.17	2,358,862	1,496,753	45,183	50,152
September	266,754.03	297,460.69	2,476,733	2,611,304	45,542	50,538
October	296,348.09	338,438.08	2,769,282	2,239,490	46,861	50,840
November	277,622.82	323,721.53	1,047,468	1,827,107	46,220	51,211
Sub-Totals	\$2,770,654.04	\$3,073,581.12	\$25,602,114	\$26,071,730	46,510	
December	334,674.13		940,110			
Totals	\$3,105,328.17		26,542,224			
			4,108,340			
			Greater Dallas	\$30,650,564		
GAS METERS			ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS	
	1924	1925	1924	1925	1924	1925
January	46,383	51,380	45,361	50,007	48,974	54,190
February	46,678	51,847	45,516	50,400	49,313	54,756
March	46,950	52,107	45,826	50,748	49,758	55,196
April	47,207	52,364	46,162	51,161	50,405	55,725
May	47,498	52,680	46,462	51,618	50,724	56,413
June	47,847	53,005	46,695	51,882	50,834	56,518
July	48,217	53,416	47,034	52,168	50,926	56,661
August	48,508	53,855	47,449	52,619	51,128	57,189
September	48,976	54,475	48,199	53,463	51,798	57,532
October	49,625	55,432	48,882	54,242	52,691	59,601
November	50,401	56,311	49,454	54,645	53,307	60,048
December	51,166		49,823		53,706	

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Post Office; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Dallas Telephone Co.

## Phone Connections Pass Sixty Thousand Mark

At the end of November Dallas had 60,048 telephones in service. This means that Dallas has 5,000 telephones more than any other city in Texas.

The latest figures on the number of telephones in various cities show that New Orleans has 56,848 stations, Atlanta 55,337, Nashville 27,699, Birmingham 30,573 and Memphis 38,889. During the present year Dallas has added 6,342 telephone connections.

Dallas has approximately one telephone for each four persons, one of the largest per capita showings in the United States and by far the largest in Texas.

Another example of the importance of Dallas is demonstrated in the opening of a direct telephone circuit be-

tween this city and Los Angeles. Dallas can now call Los Angeles without replacing the receiver.

Direct lines are now in operation from Dallas to principal Texas points and also to New Orleans, Memphis, Kansas City, St. Louis and Chicago.

Dallas is near the top of all cities of the Nation in the matter of long-distance calls. Dallas averages one long-distance call for each telephone in use and, by the same comparison, leads Kansas City, St. Louis and Chicago.

## Dallas Firm Celebrates Fiftieth Anniversary

The Moroney Hardware Company last month celebrated its fiftieth anni-

versary as one of Dallas' leading business institutions. Originally established in 1875 under the trade name of Moroney & Company, it was incorporated as the Moroney Hardware Company in 1885. Starting with an original capitalization of \$50,000 the earnings of this concern have built up the present capital of \$500,000.

This company occupies a four-story fireproof building at Ross Avenue, Market and Jefferson Streets. Officers of this firm are: J. M. Moroney, president; T. J. Moroney and J. M. Walsh, vice presidents, and P. A. Richardson, secretary-treasurer.

Sidney G. Abbott has been appointed executive secretary and manager of the Dallas University Club.

# Dallas Manufacturing Opportunities

New Industries Department of the Dallas Chamber of Commerce Points Out the Need of a Glass Bottle Factory in Dallas

(Editor's Note: This is the first of a series of articles designed to point out opportunities for the profitable investment of either local or outside capital in needed manufacturing plants in Dallas. Interested manufacturers or capitalists may secure a complete survey covering this project upon application to the New Industries Department.)

**D**ALLAS is the center of a territory which consumes unbelievable quantities of glass bottles of all descriptions, yet there is no bottle plant in Dallas to supply the enormous demand. Every manufacturing condition, from raw material to the buying market, favors the establishment in Dallas of a glass bottle factory.

## Consumption of Glass Bottles

**R**ECENTLY the New Industries Department sent a questionnaire to consumers of glass bottles in an endeavor to learn the actual demand for these products. The questionnaire was limited to consumers within 100 miles of Dallas, but the replies indicate that within this restricted area of Texas there is a sufficient demand to warrant a bottle plant in Dallas, regardless of the total consumption of Texas, or of the Southwest. Many firms reported "Use Large Quantities," etc., but in the following tabulation these replies have been disregarded and nothing but the definite statements of the users employed.

The replies to this questionnaire show the following annual consumption of glass bottles within 100 miles of Dallas:

Miscellaneous vinegar bottles, 2,000 gross.

Bluing bottles, 3,600 gross.

Gallon bottles and jugs, 8 carloads.

Milk bottles, 40,000 gross.

Soda water bottles, 200,000 gross.

Furniture polish bottles, 2,000,000 bottles.

2-oz. prescription bottles, 64,000 gross.

2-oz. and 4-oz. drug bottles, 40 carloads.

40-oz. jugs with bale handles, 4,000 gross.

Catsup and grape juice bottles, 16 carloads.

Replies were also received on numerous other types of bottles, but the foregoing is sufficient to demonstrate the consumption and, hence, the need of a Dallas factory to supply the demand.

Few bottle plants attempt to manufacture all varieties of bottles, but confine themselves to one or two special types. This being the case, it may be assumed that a prospective Dallas bottle manufacturer would conform to general practice in this respect. An examination of the foregoing figures will show that the largest consumers of glass bottles are the dairies and bottling concerns. A manufacturer specializing in milk and

soda water bottles would find a large market for his wares in the city of Dallas alone. Within 100 miles of Dallas the annual consumption is 200,000 gross of soda water bottles and 40,000 gross of milk bottles.

The area of Texas within 100 miles of Dallas comprises but 12% of the total area of the State, yet it contains nearly half the population. An estimate of the total annual consumption of glass bottles in Texas, therefore, as confined to the two types under consideration, would be approximately 80,000 gross of milk bottles and 400,000 gross of soda water bottles. No attempt has been made to estimate the total requirements of the Southwest. Regardless of the bottle consumption for the whole territory, it would appear that a Dallas factory manufacturing 29,800,000 soda water bottles and 800,000 milk bottles annually, would be taxed to capacity. This production would supply only that part of Texas within 100 miles of the city of Dallas.

## Patronage

**T**HE questionnaire previously mentioned asked if the user would patronize a Dallas bottle factory in case one were established here—price and quality of product, of course, being equal. Without exception, the firms reporting stated that they would prefer to purchase their bottles from a Dallas manufacturer.

## Raw Material

**T**HERE are large deposits of sand in Texas which are suitable for the manufacture of glass bottles. Some of these deposits are already being utilized by glass manufacturers in other States; others are as yet undeveloped. Certainly if a manufacturer in Oklahoma or Louisiana can afford to pay freight on glass to his plant, the Dallas manufacturer, located so much nearer the source, could do so. Unlimited quantities of glass sand may be secured in Texas, as follows:

### Santa Anna, Texas

Silica	99.53%
Ferric Oxide	.18%
Alumina	.09%
Alkalies	.07%

(Freight rate to Dallas, 8½¢ per 100 lbs.)

### Ranger, Texas

Silica	99.29%
Ferric Oxide	.51%
Organic & Volatile matter	.19%

(Freight rate to Dallas, 6½¢ per 100 lbs.)

### Marshall, Texas

Silica	98.63%
Iron Oxide	.16%
Alumina	.61%
Calcium Carbonate	.21%
Magnesium Carbonate	.06%
Metallic Iron	.13%

(Freight rate to Dallas, 7¢ per 100 lbs.)

### Denison, Texas

Silica	99.40%
Iron Oxide	.16%
Aluminum Oxide	.18%
Calcium Oxide	.11%
Magnesium Oxide	.01%

(Freight rate to Dallas, 5¢ per 100 lbs.)

### Gatesville, Texas

Silica	99.10%
Iron Oxide	.24%
Aluminum Oxide	1.10%

(Freight rate to Dallas, 7¢ per 100 lbs.)

### Llano, Texas

Silica	99.920%
Peroxide Iron	.053%
Undetermined	.027%

(Freight rate to Dallas, 10¢ per 100 lbs.)

There are other deposits of sand in Texas which are suitable for the manufacture of glass, but the foregoing analyses are sufficient to show the availability of glass sand in Texas. It should also be noted that two of the sand deposits, viz., Santa Anna and Llano, are of a quality suitable for the manufacture of fine grades of plate glass.

Iron, iron oxide or ferric oxide is the damaging element in the manufacture of glass. It gives the glass a green tinge and must be neutralized with manganese dioxide and cobalt blue. Glass manufacturers, therefore, seek sand with the highest percentage of silica and the lowest percentage of ferric oxide.

## Competition

**F**ULLY 90% of the glass bottles used within 100 miles of Dallas and approximately 50% of those used elsewhere in Texas are purchased from such points as St. Louis, Mo.; Sapulpa, Oklahoma; Chattanooga, Tenn.; Bastrop, Louisiana, and Three Rivers, Texas. There is also some competition in soda water bottles from points in Indiana and Ohio.

The manufacturers of soda water bottles have established standard prices for their wares, regardless of the freight rates. Thus, a glass bottle manufacturer located in Evansville, Ind., would lay a carload of soda water bottles down in Dallas, freight prepaid, at the same price charged by a manufacturer in, for example, Okmulgee, Okla., regardless of the fact that the freight rate from Evansville is approximately \$350.00 per car as against \$130.00 from Okmulgee. Manufacturing costs being the same, or nearly the same, the Okmulgee manufacturer thus enjoys a tremendous advantage over the manufacturer in Evansville. A manufacturer of glass bottles in Dallas would enjoy an overwhelming advantage over all other competing cities if he sold at the same price as his competitors and disregarded freight rates. If he were willing to pass on part of the savings in freight rates to his customers, by means of lowered prices, competition from other cities would be negligible.

A complete statement of freight rates has been prepared by the Transportation Department, showing conclusively the transportation advantages which would accrue to a Dallas bottle manufacturer.

(Continued on page 30)





"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ASST. EDITOR  
E. Y. BATEMAN, ADV. MGR.

Vol. 4. December, 1925 No. 12

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Member Chamber of Commerce of the United States

## A Great Building Year

**D**URING November 362 building permits were issued valued at \$1,827,107. This brings the total for the first eleven months of 1925 to \$26,071,730 or more than half a million dollars more than the corresponding period of 1924.

Of chief interest is not the actual permits granted during the month, but the announcement of important industrial plants to be constructed here in the near future.

Plans are under way for the development of a new industrial district south of the Trinity Play park in South Dallas entailing warehouse construction amounting to at least a million dollars.

Bids are being taken for the erection here of one of the largest grain elevators in the Southwest. The plant which will be built by J. Perry Burrus, Dallas capitalist, will consist of eighteen circular concrete storage tanks, each ninety feet high. The plant will include a 104-foot high warehouse and headhouse. This announcement is of great importance as it will increase the importance of this city as a business center for North-west Texas and the Panhandle where the chief wheat producing areas are located.

Contract has been awarded for the erection of an eight-story wholesalers' loft building at the southwest corner

of Commerce and Poydras Streets to cost \$350,000.

Building permits have been issued to Southern Properties, Inc., for the construction of three ice and cold storage plants. The total investment in these three structures will be in the neighborhood of \$250,000.

The Adolphus Hotel has been granted a permit for the erection of a two-story brick, concrete and steel building on Main Street. This building, which will cost \$75,000, will serve as an arcade for the Adolphus and will be joined to it. The hotel lobby, checkrooms, general offices and other lobby accessories will be located here.

J. N. McCammon has leased the Rowan building for \$3,500,000 from Z. E. Marvin. Plans call for the removal of the present three-story building next spring and the erection of a 24-story office building to cost \$1,750,000.

Twelve stories are to be added to the three-story building recently completed at the northwest corner of Bryan and Bullington Streets by George M. Easley. When completed this structure will represent an investment of \$1,000,000. This announcement bears out the predictions made frequently by real estate men that the location of the new \$1,000,000 Cotton Exchange building in this section will be followed by a heavy building program.

### November a Record Month for Conventions

November, with forty conventions, perhaps set a new record for Dallas from the standpoint of number of gatherings. The largest of these were the Texas State Teachers' Association and the Southern Medical Association. Of interest in connection with the State Teachers was the visit of S. D. Shankland, of Washington, secretary of the Department of Superintendence, National Educational Association. He looked over the convention facilities here, as Dallas has invited the February 1927 convention of the superintendents, which brings about 10,000 to 12,000.

Word has been received by President C. R. Miller, of the Texas Association of Cotton Mills, from Secretary W. D. Adams, of the American Cotton Manufacturers' Association, that it is highly probable that Dallas will be the 1927 convention city of this great organization. Mr. Miller attended the convention at New Orleans last year, together with others from Dallas, and extended an invitation.

The Executive Committee, of the State Teachers' Association, will at its January meeting consider a plan to erect a \$500,000 office building at Dallas, which will be the headquarters of the Association.

### Dallas To Be Great Aviation Center

"Dallas is on the true transcontinental air mail route," said Col. Paul Henderson, general manager of the National Air Transport, Inc., during his visit to Dallas last month. He also asserted that this city would be the distribution point for air mail between New York and San Francisco and that it would be the principal stop on the Chicago-Panama Canal route. April 1, 1926 is the date set for the first Chicago bound plane to leave Love Field.

### Lipsitz Gets Endorsement

Louis Lipsitz, a director of the Dallas Chamber of Commerce, received the unanimous endorsement of the convention of the Southern Central Division, U. S. Chamber of Commerce, for director of the U. S. Chamber, representing the department of natural resources. He now occupies that position, but is filling the unexpired term of a member who resigned. George Waverley Briggs was chairman of the delegation from Dallas that attended the convention, held at Oklahoma City.



## Dallas Camera Club Active

**T**HE unusually effective view of Dallas used on the cover of this issue of "Dallas" was made by H. M. Sutton, President of the Dallas Camera Club from a point in Oak Cliff north of the viaduct. The picture was made by the use of a tele-photo lens.

The Dallas Camera Club was founded in 1921 by five Dallas business men whose hobby was pictorial photography. The club has grown slowly but steadily since that time and now numbers nearly fifty Dallas business and professional men who are, at heart, artists. Many of the members have succeeded in having their work exhibited in some of the important photographic salons in this country.

The club meets twice monthly at its headquarters in the Associated Arts and Crafts Center, 1907 Main Street, where exhibitions are frequently held, as well as lectures, demonstrations and social gatherings. The club has a well arranged auditorium for the display of its work, and the public exhibition of pictures which are received monthly from other camera clubs in the United States.

The Dallas club is a member of the Associated Camera Clubs of America and a set of its pictures is exhibited monthly in other cities in this country. "Proofs", a monthly photographic magazine, is published in the interests of the Kodakers of Dallas by the Dallas organization. "Proofs" is a modest appearing publication filled with valuable photographic tips for the camera user.

In November the Dallas Camera Club held its Annual Exhibition in which seventy high class photographs, including that shown on the cover of this issue of Dallas, were displayed to the public. Miss Vivian N. Aunsbaugh and Frank Reaugh, Dallas artists, and Ernest Saloman, photographer, judged the pictures and awarded the twelve prizes offered by the Dallas Times Herald.

"Dallas" has used the work of Camera Club members for its cover designs in the past and many of the beautiful pictures will probably be recalled by our readers. The club is a non-profit and a self-supporting organization with the purpose of furnishing a pleasant recreation for its members and increasing the skill of Dallas Kodakers in their use of the camera.

The officers of the club are, President, H. M. Sutton, Vice President, B. O. Baker, Secretary, G. Jules Dullnig.

A ship's tonnage has nothing to do with its weight. Originally it meant the capacity of a ship carrying huge barrels of wine, called tuns. Ever since then English ships have been measured by tonnage—or, as we now call it, "tonnage."

## State Hotel Keepers to Meet in Dallas in 1926

The Dallas Hotel Men's Association had a large and enthusiastic meeting in November and decided that the number of local hotels had grown to such an extent that a full-time secretary of the Association should be employed. Mrs. Charles L. Hamil was engaged, and has her office at the Chamber of Commerce. The Association also decided to invite the 1926 convention of the Texas Hotel Keepers' Association, which was secured. Fred McJunkin is president of the association.

Work is under way on the addition

that will be the Main Street entrance of the new 825-room Adolphus, and the 22-story addition to the hotel is nearing completion. Another item of interest in hotel circles is the closing of a ten-year lease on the Southland Hotel by the Southland Hotel Company, Fred McJunkin, president. Improvements costing \$150,000 will be made on the hotel at once, including the enlarging of the lobby and other remodeling of the interior. The improvements also include the erection of a bungalow home for Mr. McJunkin on the roof of the building. R. B. Ellifritz, managing director of the Adolphus, also is having a bungalow home built on the roof of the Adolphus as his family residence.



**Compare**

**SEMI-HEX**

**Rounded Corners - Comfortable to Hold**

**MAKE** this test!—Write 100 words with Semi-Hex and any other pencil. Compare them for smoothness, easy, comfortable writing, long-lasting lead.

Compare them for quality, for economy, for satisfaction.

Prove to yourself that Semi-Hex is "the pencil incomparable." Then make Semi-Hex your standard writing instrument.

**GENERAL PENCIL COMPANY**  
INCORPORATED  
Jersey City New Jersey

[ Sold by **SIMPSON-WHITEMAN COMPANY**  
STATIONERS PHONE X-3957



Style 25, Price \$165.00

## Get A Genuine RADIOLA at Watkin's

The National Leader in Radiolas in the Super-Heterodyne made by the Radio Corporation of America. "There is but one Radiola."

Sold on convenient terms by

**Will A. Watkin Co**  
The Home of  The Chickering

Radiolas and R. C. A. Products

**Victory Wilson**  
INCORPORATED  
GUARANTEED CLOTHES

Show your Banker,  
-this label in your  
clothes. We can't guar-  
antee that it will get  
you a loan, but it will  
prove that you are a  
thrifty man and a  
good judge of value!

## Among the Mfgs.

**LARGEST BLOW-OUT BOOT FACTORY IN THE WORLD:** Is the title claimed by the Lawson Rubber Company of Dallas. This concern has purchased 15 acres of land on the Santa Fe, west of Beckley. Three new buildings are being constructed and upon their completion this firm will have 54,700 square feet of floor space. At present 75 men are employed, but when the new plant is finished between two and three hundred men will be needed. The Lawson Rubber Company is the largest buyer of rubber in the Southwest, purchasing an annual average of 600 cars of used automobile tires from which the boots are made. Recently a single order was placed with this concern for 27,000 blow-out boots. A branch plant is located at Kansas City.

**ACCESSORY PLANT SHOWS GROWTH:** The Nu-Idea Manufacturing Company, makers of "Sassy"—a spark switch for Fords, have shown a remarkable growth since the incorporation of the Company on September 13, 1924. Branch sales offices are located in Chicago and New York. The production of these switches averages about 1,000 per month.

**NEW FLOOR TILE FACTORY FOR LOVE FIELD:** B. D. Schramm of Denver, Colorado, has purchased a factory site at Love Field where he will manufacture high grade floor tile from Texas clays. It is claimed that this is the first factory of its kind in the Southwest. The plant will be ready for operation about December 1st.

## New Life Insurance Company Organized

Formation of the Union Standard Life Insurance Company, capitalized at \$300,000, a new Dallas Company, has been announced by William Bacon, president. Mr. Bacon was associated with the Bankers' Life Insurance Company fifteen years.

Other officers of the new company are Eugene DeBogory, vice president and general counselor, and Daniel Upthegrove, H. A. Olmsted, William Bacon, A. L. Slaughter, W. C. Proctor, Orville Bullington of Wichita Falls, Eugene DeBogory, A. C. Atkins, W. B. Pyron of Houston, J. T. Bowman of Austin, W. M. Whitten-ton, Thomas Johnson of McKinney, and H. M. Doolittle, directors.

## Real Estate Board Elects Officers

Henry S. Miller has been elected president of the Dallas Real Estate Board, succeeding J. W. Pat Murphy. J. E. Cullum, Jr., was elected first vice president and Roy E. Smith, second vice president. George W. Works was named treasurer. Leven Jester and F. K. Osborne have been added to the Board of Directors.

## Many New Concerns Locate in Dallas

**N**OVEMBER added 44 new concerns to the Dallas business family and brought the total for the year to 644.

Among the new concerns is the Marcy Lee Company, of Tyler, Texas. This company manufactures women's dresses and has moved its entire plant to Dallas. The Pagoda Shop, selling Chinese Art Goods, has established a branch in the Baker Hotel. This is the seventh branch of this company, whose headquarters are at Houston, Texas. The Rusk County Lumber Company, of Henderson, Texas, has established offices in the Santa Fe Building. The Thomsen Company, of Waco, Texas, manufacturers of shoe polishes, have opened sales headquarters in the Central Bank Building.

The Hope Engineering & Supply Company of Mt. Vernon, Ohio, is establishing a sales office in Dallas, and will also carry a warehouse stock of engine and compressor parts. This concern manufactures natural gas engines and compressor units and contracts for laying gas pipe lines. At the present time they are constructing over 200 miles of pipe lines in Texas. Mr. Wright L. Felt, formerly with the Hope Company, and later with the Dallas Power & Light Company, is representing the Mt. Vernon company in Dallas. Mr. Felt stated that his company later on expected to carry a complete warehouse stock in Dallas.

The list of new concerns follows:

Advertising Corporation of Dallas, The, 1900 N. St. Paul St.  
Anderson, J. P., Furniture Dealers, 121 S. Lancaster Ave., J-9736.  
Automat Company of Texas, Vending Machines, 6008 East Grand Ave., U-6813.  
Bloom, J., Painter & Decorator, 2514 Elm Street, X-8793.  
Brown Nursery Company, Nurseries; 1300 N. Zangs, C-8727.  
Consolidated Candy Company, candy; 3902 Elm Street, U-6869.  
California Vineyards Company, beverages; 303 Simpson-Whiteman Bldg. X-4871.  
Chamberlain, George, bakers, 2017 Second Avenue, E-4430.  
Christie, Bertram G., Investments & Loans; 305½ Andrews Bldg. Y-1671.  
Cozy Grocery, Groceries—Retail; 819 S. Ervay Street, Y-1860.  
Dallas Water Heater Exchange, Water Heaters; 1606 N. Haskell Ave. U-6844.  
Doll Hospital, The, Doll Manufacturers, 1104½ Elm Street, X-7629.  
Dixie Art Company, Jewelry; 427 Santa Fe Bldg., Unit 1, X-5345.  
D'Orsay's American Corporation, Ladies' Garments, 316 Marvin Bldg. X-8327.  
Efficient Mop Factory, The, Mfgs.; 805 N. Mont Clair, C-8612.  
Ewing Avenue Bakery, Bakers; 726 N. Ewing Avenue, C-8717.  
Equality Paper Box Co., Mfgs. of Paper Boxes; 1609 Hughes Circle, Y-4663.  
Everybody's Transfer Company, Transfer & Storage; 1604 Wood St. X-6374.  
Grayhurst, Thomas, Hardware & Cutlery; 4106 Gaston Ave. U-6228.  
General Advertising Agency, Advertising Agency, 1617 Bryan Street, X-6906.  
G. & E. Service Station, Garage; 510 S. St. Paul Street, Y-2762.  
Gerth's Realty Experts; 1411 Commerce Street, X-7629.

Graphic Advertising Art Studio, Artists; 1710½ Live Oak Street, Y-2629.  
Hays Cafe, Restaurant and Cafe; 1912 Main Street, Y-4043.  
Ideal Bakery, Bakers; 907 W. Jefferson, C-2626.  
Jenison-Landau Grain Cl., Feed, Hay & Grain; 420 Slaughter Bldg. Y-2732.  
Louie & Pete Domino Parlor, Delicatessen; 425 S. Ervay Street, X-5539.  
Leopard Cleaners, Cleaners & Dyers; 216 S. Zangs Blvd. C-3278.  
Lynn & McCulloch, Accountants & Auditors; 307 Santa Fe Bldg.  
Midkiff, W. E., Furniture Dealers; 4100 Maple Ave. A-7329.  
Original Mexican Restaurant, Restaurant & Cafe; 429 S. Ervay Street, X-7065.  
Post Office Market, Meat Market; 610 E. Jefferson Street, J-9662.  
Pagoda Shop, Art Company; 204 S. Akard Street; 1st Flr. Shop No. 7, Baker Hotel, X-6030.  
Rusk County Lumber Company, Lumber, 911 Santa Fe Bldg. X-6073.  
Ross Hall Cleaners & Pressers; 3502 Ross Ave. U-6865.  
Servis Baggage & Cab Co., Transfer & Storage; 511 Jackson Street, X-7623.  
Sonora Radio Shop, Radio Supplies; 2003 Greenville Ave. U-6742.  
Tamale King Cafe, Restaurant & Cafe; 1012 E. 10th Street, C-8850.  
Thomsen Company, The, Shoe Polish Mfgs.; 312 Central Bank Bldg. X-3768.  
Texas Adjustment Bureau, Collection Bureau; 1815½ Main Street, Y-5277.  
Universal Building Products Co., Building Materials; 502 Slaughter Bldg. X-6709.  
U. S. Appraisers Stores, U. S. Appraisers; 1712 Carter Street, X-5880.  
Woman's Benefit Health Center Assn., Clubs, 726 Wilson Building, X-3940.  
Whitehurst, N. Paul, Advertising Agency; 212 Slaughter Bldg. X-5569.

### Social Education Courses Announced

The Institute for Social Education has recently announced its additional courses which will begin after the first of January and which are now open to registration.

Beginning Thursday, January 7, Dr. Max Handman of the University of Texas will direct three courses on the following important subjects:

International Relations.  
Principles of Sociology.  
Principles of Economics.

Beginning January 18, there will be held a four weeks' Intensive Institute directed by Dr. Edward T. Devine and especially organized for training in practical social work.

Six regular Institute courses are now in full operation:

History of Religion—Dr. Frank Powell.

Industrial Relations—Elmer Scott.  
Introductory Psychology—Prof. E. W. Atkins, S. M. U.  
Political Science—Prof. J. D. Doty, S. M. U.

Social Function of the Church—Prof. J. R. Spann, S. M. U.  
Social Adjustment of Children—Prof. H. L. Pritchett, S. M. U.

The Institute is under the auspices of the Civic Federation of Dallas, 2419 Maple Avenue, Y-4535. Miss Gaynell Hawkins is director.



Do You Shut Your  
Eyes When You  
**SHOOT**

?

**W**HAT success would the hunter have if he merely aimed in the general direction of a moving target, closed his eyes, and pulled the trigger?

Consider this thought in authorizing your advertising appropriation for 1926. Why not aim at the membership of the *Dallas Chamber of Commerce?*

These members are more than 3,000 strong. They control more than 90% of the business of Dallas. Checks cashed by Dallas banks will total over Two Billion Dollars this year.

If you want to reach these big business men, level at them through the advertising columns of "*Dallas*" *their own publication*, the average circulation 5,000.

Call the Chamber of Commerce, X-5425, ask for Mr. Bateman, and he will be glad to visit you and give all the details as to rates, contracts and space.



## South Dallas Substation Now in Operation



TO better supply the rapidly increasing territory of South Dallas, a new substation has been erected for this section at the corner of Kelley and Sealey Streets. Numerous large consumers of electricity for power purposes and hundreds of residential customers make it necessary to provide a new center for more efficient and economical distribution of electric current, in this large area. This new substation constructed at a cost of \$200,000 will have reserve capacity to draw upon, as the city continues to spread out beyond the existing limits in this direction.

## DALLAS POWER & LIGHT COMPANY

Interurban Building

X-4151



During the month of November there were two new budget subscribers and twenty-seven new individual members added to the Chamber of Commerce Roll, making a total of thirty-one memberships.

### NEW BUDGET MEMBERS

Helpy-Selfy, D. E. Markrum, Jack Long, Groceries, retail; 820 West Jefferson Street.  
Shearman Concrete Pipe Company, A. N. Shearman, R. S. Lander, Contractors Sewer Pipe; Hudnall Stop, Box 449.

### NEW INDIVIDUAL MEMBERS

Adolphus Men's Shop, Inc., J. E. Payne, Jr., Men's Furnishings; 1325 Commerce Street.

Barksdale Company, Inc., J. B. Barksdale, Food Products; 4038 Commerce Street.

Johnnie Brown, Broker, Produce and Fruits; 2005 1/2 Cadiz St.

Bylo Cash Stores Company, Elliott Burlew, Groceries, retail; 4308 Bryan Street.

Circle Theater, E. H. Hulse, Theater; 316-20 North St. Paul St.

Crofford Planing Mill Company, George Crofford, Lumber, retail; planing mill; 425 Second Avenue.

W. E. Childers Company, J. S. Dunlap, Paving Contractors; 115 Field St.

Dallas Rickenbacker Company, F. W. Grogan, Automobiles; 607 South Ervay St.

Hale Davis & Company, Mr. Hale Davis, Real Estate (Industrial Factory Warehouse); 618 American Exchange Bldg.

Diamond Steel Highway Sign Company, E. A. Decker, Advertising and Signs; 507 First Avenue.

A. F. Day Construction Company, A. F. Day, Contractors (Electric and Acetylene); 1918 Canton St.

Ferguson Motors Company, Adam E. Ferguson, Automobiles; 2210 Pacific Avenue.

Richard B. Hill & Company, R. B. Hill, Brokers, Merchandise; 1515 Santa Fe Bldg.

Kean Lumber Co., Geo. T. Kean, Lumber, retail; 1206 South Beckley Ave.

Laughing Water Laundry, Oscar S. Bone-sho, Laundries; 3100-2 Main St.

Lindsey & Briscoe, Inc., C. S. Briscoe, Spot Cotton Brokers; 1415 Young St.

Long Machine, Tool & Die Company, W. P. Long, Tool and Die Manufacturers and Machinists; 208 N. Crowds St.

Martin-Parry Corporation of Texas, L. R. Evans, Commercial Bodies; 3500 Commerce Street.

Melrose Court, Matthew Szabody, Apartment House; 3015 Oak Lawn Avenue.

Miller Dry Goods Store, Ernest Miller, Ladies' Ready-to-Wear, retail; 1100-2 Corinth Street.

Padgett-McIntyre Company, Inc., H. W. Padgett, Printers, Advertising; 1414-16 1/2 Patterson Avenue.

Perfection Machine Tool & Die Co., Sam J. Mirosav, Tool and Die Manufacturers and Machinists; 3027-29 Elm St.

Slaughter Construction Co., Edward T. Slaughter, General Contractors; 424-25 Linz Bldg.

J. Fred Smith, Real Estate; 611 Praetorian Bldg.

Southern Nipple Manufacturing Co., C. J. Farwell, Pipe Nipple Manufacturers; Corner Haskell and Munger Avenues.

Sunset Stage Lines, Robert G. McIntyre, Bus Lines; 715 Commerce St.

R. D. Thrash, Electric Signs and Theater Equipment; 311 South Harwood St.



### Theo. E. Jones Enters Automotive Field

Theo. E. Jones, for the past four years secretary of the Dallas Junior Chamber of Commerce, has resigned to enter the employ of the Munger Automobile Company.

During his connection with the Junior Chamber he has built up one of the strongest organizations of young men in the country. The Dallas Junior Chamber of Commerce has successfully carried out many important civic undertakings during the last two years, including the erection of the Ferris Plaza waiting station; the planting of trees on the Fort Worth Pike; the publication of "Know Dallas," a book on this city for use in the civic classes in the Dallas public schools, and the handling of the campaign to stimulate attendance at the State Fair on Dallas Day.

The Directors of the Junior Chamber of Commerce, at their last meeting, presented Mr. Jones with a handsome watch as a token of their appreciation for his loyal and efficient services to the organization.

### Steamship Lines Serve Dallas

THE importance to Dallas of the steamship lines is not generally realized, yet a large percentage of the freight originating in the Seaboard Territory is moved to this city by water.

It is estimated that in excess of five million pounds of high class merchandise, such as dry goods, shoes, hats, etc., are shipped by water, bound to Dallas, every month. In addition to this there is a heavy tonnage of steel products, news print and similar freight transported to Dallas by the more than fifteen steamers that regularly ply between Seaboard points and Houston and Galveston.

As an indication of the importance of Dallas from the standpoint of steamship transportation is the fact that seventeen steamship lines maintain offices in this city. These offices have been established here for the solicitation of both inbound freight and the heavy outbound cotton traffic to all parts of the world. Dallas is the Nation's leading inland cotton market; 1,500,000 bales are financed in Dallas annually, and a large proportion of this cotton tonnage is transported by the steamship lines.

A large number of Dallas manufacturers do an export business other than the exportation of cotton. Such products as seed and ore separating machinery, boots and shoes, drugs, chemicals, etc., manufactured in Dallas, move by the steamship lines to ports across the seas.

"When Noah sailed the well-known blue,  
He had his troubles, same as you;  
For days and days he drove the ark  
Before he found a place to park."

### The Retailer Gets a Small Share

There is much loose talk of cutting out certain steps in distribution. "Wipe out the middleman!" is an old cry. Men who make the suggestion overlook the fact that more than three-fifths of the population live east of the Mississippi River and that approximately three-fifths of the agricultural production occurs west of the Mississippi River. The mere physical movement of food requires the services of a vast number of people and much equipment.

If you are a retailer, you appreciate the fact that the average consumer has little knowledge of the processes of distribution and practically no understanding of the elements which make up price. The report of the Joint Congressional Commission of Agricultural Inquiry showed that in 1921 the retail grocer paid 80.7 cents for the merchandise he sold to the consumer for a dollar. He paid 16.8 cents for operating cost and retained 2.5 profit. Even the 2.5 cents was not all his, because he had to pay some taxes out of that, which were not included in his operating expense report.

Included in the amount he paid for merchandise were all of the wastes that occurred in distribution, conversion, storage, grading, assembling, selecting, etc. In the amount he paid as operating expense were all of the wastes that occurred in management and operation of his business.

—The Nation's Business.

### AVAILABLE

In some progressive organization in Dallas, between now and January first, there will be an opening for an experienced accountant-executive.

He is a Protestant American; is a graduate of a University School of Commerce, Accounting and Finance, and is thoroughly experienced in public and corporation accounting and as an executive.

He is young enough to be possessed of the energy to accomplish things, and old enough in years and in experience to have acquired the tact and ability to handle the situations arising in the position he seeks.

Salary to start is of secondary importance, dependent upon the opportunities offered.

He may be the man you need, and he can tell you, when interviewed, how he happens to be open for an engagement the first of the year.

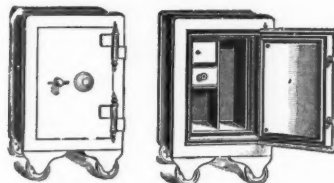
ADDRESS C.E.T. No. 218  
c/o NEW INDUSTRIES DEPT.

Dallas  
Chamber of Commerce

## KNOB-KNOCKERS

Start immigrating to the Southland  
about this season of each year.

ARE YOUR VALUABLES PROTECTED?



Not one T-20-Label Herring-Hall-Marvin Safe has  
failed to protect its owner.

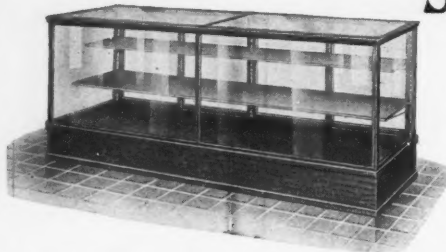
"When better safes are built, we will sell them"

## ABBAY BROTHERS

Safe Headquarters

Santa Fe Building

Phones X-5770 X-5065



## Show Cases

and  
Modern  
Store  
Fixtures

From Manufacturer Direct to  
You—at a saving in price and  
freight.

**SOUTHERN FOUNTAIN & FIXTURE MFG. CO.**  
DALLAS, TEXAS

## FAST TRENCH WORK

Have you ever seen one of our ditch-digging machines that keep just ahead of our pipe line crews? One man runs it, and it cuts a clean four-foot trench six feet a minute on good ground. ¶ We invite you to stop at any time you see our main extension crews on a job, and watch the work. Take the children with you. They will enjoy it, and so will you. The foreman will be glad to explain the operations and show you around. ¶ Your natural gas main mileage, city and suburban, is over 555 miles.

### THE DALLAS GAS COMPANY

*Domestic Fuel—Power Fuel for Industry*

*Let Natural Gas  
Solve Your Fuel Problems*



### LONE STAR GAS COMPANY

South's Largest Wholesalers of Natural Gas

## Transportation Department Very Active

(Continued from page 13)

other case we obtained a favorable decision substantiating our position.

(c) Protested the granting of special rates on crude petroleum from West Texas to Fort Worth without an equal reduction being made in the rate to Dallas. Cases decided in favor of the Dallas shippers.

(d) Obtained a readjustment in the rate on packing house products from Dallas to points in Kansas.

(e) Obtained favorable rates from the Railroad Commission of Texas on roofing material for a Dallas manufacturer, enabling him to meet outside competition and competition within Texas.

(f) Obtained an extension of time in which claims might be filed against the receivers of certain Texas railroads.

(g) Appeared at hearings in Kansas City, St. Louis and Galveston in the interest of freight rates from Seaboard Territory to the Southwest. A general readjustment of the rates involved. Case still pending.

(h) Obtained a suspension of proposed rates from Colorado producing points on iron and steel making lower rates to Fort Worth, Wichita Falls and Houston than would apply at Dallas. After the hearing the rates were permanently suspended.

(i) Appeared before the Railroad Commission of Texas in the matter of granting transit rates on casing head gasoline and obtained a favorable decision.

(j) Obtained favorable rates on crude oil from Richland district to Harry's, Texas, for a local refinery.

(k) Defeated a proposition to increase the minimum weight on farm wagons and agricultural implements.

(l) Endeavored to obtain a reopening of an I. C. C. case affecting the rates from interstate producing points on roofing material. Case still pending.

(m) Obtained voluntary settlements in forty-three (43) cases of loss and damage and overcharge claims for Dallas shippers with the railroads.

(n) Represented the interests of Dallas in the effort of the Fort Worth & Denver City Railway Company to extend its lines in West Texas. Case still pending.

(o) Gathered information and data on the proposed line in West Texas of the T. P. & G. Railroad.

(p) Represented the interests of Dallas in the hearing involving the extension of the Southern Pacific lines in the Rio Grande Valley. Case still pending.

(q) Made a survey of the rates on stone-ware and pottery for a local manufacturer with the view of broadening his distribution territory.

(r) Prevented an increase in the minimum weights on metal furniture.

(s) Prevented an increase in the rates on express from interstate points, and at the same time secured a reduction in the long haul express rates ranging from 9% to 22%, materially reducing the express charges to Dallas retailers and wholesalers from their principal market points.

(t) Made an analysis of the lumber rates for a local lumber manufacturer.

(u) Prevented a readjustment in the rates on bath tubs and plumbers' ware to the Houston-Galveston Group which would have been detrimental to Dallas manufacturers and jobbers.

(v) Prevented a cancellation of the transfer of billing privilege used by the Dallas grain and elevator men.

(w) Obtained a readjustment in the rates on corrugated boxes and other paper articles for a manufacturer at Love Field.

(x) Prevented the cancellation of the 2-for-1 rule used by the furniture and automobile people, as well as cotton gin manufacturers and others.

(y) Obtained a readjustment in the rates on refuse grease for a Dallas manufacturer shipping to Seaboard Territory.

(z) Obtained the application of short line rates from Dallas to points on the S. A. & A. P. Railroad after the consolidation of that line with the Southern Pacific.

(aa) Obtained a readjustment in the rates on bauxite for a Dallas manufacturer.

(bb) Prevented an increase in the rates on iron and steel by preventing an increase in the minimum weights.

(cc) Represented the Dallas shippers in a case before the Interstate Commerce Commission involving rates on farm wagons.

## Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT  
SANTA FE BUILDING



*The Largest and most modern  
warehouse in the Southwest*

Has facilities for all kinds of distribution service; also display, sample room and office space located in business district. If you have not already made investigation, it will surprise you how reasonable display warehousing and suitable office space can be secured in the second unit.

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(dd) Handled a complaint for the Dallas manufacturer of a waxed wrapping paper.

(ee) Prevented a readjustment in the rates in wrapping paper that would have cancelled our manufacturers' rates on this commodity.

(ff) Now handling a complaint for a chemical manufacturer to obtain rates on nitric acid.

(gg) Handled a matter to obtain the fabrication in transit privilege on manufactured plow points.

(hh) Defended the proposition to obtain uniform rules on diversion and reconsignment.

(ii) Represented the Dallas shippers on a proposition to obtain lower L. C. L. rates on lubricating oil.

(jj) Handled the matter of a 2c per 100 lbs. penalty on grain transited at Dallas.

(kk) Obtained a readjustment in the rates on tablets and paper articles for a Dallas manufacturer.

(ll) Obtained a readjustment in the rates on all manufactured oils and lubricating oils from Dallas to interstate points in Indiana and Illinois.

(mm) Aided in the matter of securing special reduced rates to the drouth stricken area of Texas. This action resulted in the Texas Railroad Commission giving the Texas carriers authority to reduce the rates 50% up to and including November 30, 1925. This meant the saving of a large sum of money in freight rates on feed stuffs and aided the farmers of Texas in the drouth stricken area through the financial difficulties occasioned by the unprecedented drouth during the past summer.

(nn) Secured the junk rate on old automobile armatures for a Dallas manufacturer.

(oo) Went before the Commission to secure a readjustment in the rates on cottonseed and cottonseed products. This case was decided in favor of the shippers of Dallas.

(pp) The granting of single line rates for joint line hauls over two or more lines controlled by any one carrier was brought up before the Railroad Commission of Texas, this having particular reference to application between points on the T. & P.-I. G. N. and the Gulf Coast Lines in Texas. Case still pending.

(qq) The matter of the Texas & Pacific and the Santa Fe building in West Dallas was handled with the Governor of Texas. Legislation was passed and the bill signed by the Governor authorizing the condemnation of property for the building of industrial tracks. The effect of this law will be to permit the Santa Fe to build industrial tracks in West Dallas, thus serving a large number of industries in that part of the city.

(rr) One of the most important cases of the year is known as I. C. C. Docket 17000, and Ex Parte 87 in which the Interstate Commerce Commission, upon the authority of the Hoch-Smith resolution, is conducting a general investigation of rates on all commodities throughout the United States by means of hearings held in various sections of the country. The Dallas Chamber of Commerce is using every effort possible to prevent any increases in the rates in this section of the country, believing that the rates as at present in effect are, if anything, higher than those in effect in the northern and eastern sections of the country. Numerous exhibits have been made up in the past few months tending to substantiate this opinion, and we confidently believe that we will be successful in our effort toward the prevention of any further increases in the present adjustments.

### Passenger Service Improved

8. Through the efforts of the department, improved passenger service has been inaugurated between Dallas and points in the Plains country, including Sweetwater, Lubbock, Plainview and other points. The new trains will make a reduction in the passenger time of more than eight hours.

9. One of the most important results of the work of the Transportation Department was the bringing of a new railroad to Dallas. The question of operating the Fort Worth and Denver Railroad into Dallas, making this city its Southern terminus, rather than Fort Worth, has been handled with the parent company, the C. B. & Q. Railroad, for several years. On June 1, the first train of the Fort

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Worth & Denver Railroad operated out of Dallas. The effect of this line making Dallas its Southern terminus contains several important features. 1st, it enables passengers to board the train at Dallas and ride through to Colorado points. 2nd, it means the establishment of a number of new package cars from Dallas to operate into the Panhandle section of Texas. 3rd, it means quicker delivery time on freight shipments from Dallas to Panhandle points. 4th, it means a reduction of approximately 20% in freight rates to points served by the Fort Worth & Denver Railroad.

10. The Transportation Department during 1925 gave direct assistance to Dallas shippers and prospective industries in making rate analyses and rate quotations. During the year there were 5,237 rate quotations made over the telephone and 15,437 mail quotations and rate analyses, making a total of 20,674. One of the reasons for this unusually large number of rate quotations and analyses by mail is due to the fact that the New Industries Department was consolidated with the Transportation Department. In the majority of cases, one of the most important points in connection with bringing new industries to the city hinges on the matter of freight rates, and, in a large number of instances, it was necessary to prepare statements in which were quoted as many as from several hundred to two thousand individual rates. In this connection we might state that this is one of the most substantial direct services rendered to the Dallas shippers, and often involves many hours of labor and detailed effort in order to see that the proper rate is obtained by the Dallas shippers.

11. Another direct service rendered to Dallas shippers is the many bulletins sent out by the department calling the shippers' attention to proposed changes, cancellations of rates, etc., affecting rates, rules and regulations pertaining to their business. Shippers who advise that any of the proposed changes are unfavorable to their business are assisted by the department in preventing any unfavorable action being taken before the various freight bureaus.

12. The commerce counsel also attends all hearings before the Railroad Commission of Texas in order to properly protect the interests of the shippers and receivers of merchandise in Dallas.

### Business Opportunities

In replying to the following, please address the New Industries Department, Dallas Chamber of Commerce.

Texas manufacturer wants experienced advertising novelty salesman to take charge of Dallas office. Refer to No. 192.

San Francisco broker desires to handle grain, feed and flour of Texas dealers desiring representation in that territory. Refer to No. 193.

California manufacturer of automatic cedar chest wants manufacturers' agent to handle State of Texas. Refer to No. 194.

Los Angeles manufacturer desires representative to handle bakery supplies in Texas. Refer to No. 195.

Cincinnati manufacturer wants factory representative to handle the Health Bowl, a children's exerciser, in Texas. Refer to No. 196.

Indiana manufacturer desires Dallas representative to handle the Auto-Over, a garage device which turns an automobile upside down. Refer to No. 197.

Los Angeles manufacturer desires drug sundry house or pharmacist calling on physicians. Refer to No. 198.

Detroit manufacturer desires distributor to handle home heater which burns fuel oil. Refer to No. 199.

California manufacturer desires jobber, distributor or representative to handle line of filling station equipment. Refer to No. 200.

Pittsburgh manufacturer desires distributor to handle nationally advertised brand of mayonnaise. Refer to No. 201.

Philadelphia manufacturer desires sales representative for Texas to handle cotton yarn and dry goods. Refer to No. 202.

San Francisco manufacturer desires manufacturers' representative or drug jobber to handle exclusive line of toilet brushes. Refer to No. 203.

New York manufacturer desires county representative to sell non-electric turntable to retailers for display of merchandise. Refer to No. 204.

New York manufacturer desires representative to handle fireproof polishes. Refer to No. 205.

Iowa manufacturer desires machinery dealer to handle a box car loader. Refer to No. 206.

Milwaukee manufacturer desires specialty man to handle new nationally advertised filling station pumps. Refer to No. 207.

Kansas City manufacturer desires jobber or broker to sell milk bottle caps. Refer to No. 208.

Surgical Instruments: New York manufacturer desires local agent. Refer to No. 209.

Visible Office Indexes: Rochester manufacturer seeks firm or individual to represent them in the Southwest. Refer to No. 210.

Distribution Service: California distributor desires to represent several Dallas manufacturers. Refer to No. 211.

Ventilating Equipment: Chicago manufacturer of fans, blowers, etc., seeks manufacturers' agent or sales organization in Dallas. Refer to No. 212.

Sponges and Chamois Skins: New York importer desires representative in Dallas. Refer to No. 213.

Codfish: San Francisco packer desires food broker to represent them in Dallas. Refer to No. 214.

Cotton Brokerage Service: Greenville, S. C., broker desires to represent Dallas cotton company in that territory. Refer to No. 215.

**Ladies' Garments:** New York manufacturer desires resident representative to cover Southwest. Refer to No. 216.

**Business Service:** Chicago concern desires sales executive to represent it in Dallas and North Texas. Refer to No. 217.

### Civic Federation in New Home

**T**HE Civic Federation of Dallas has just celebrated the opening of its own new home at 2419 Maple Avenue.

The fine old family residence, for years the home of the late J. C. Weaver, was purchased by the Civic Federation of Dallas in November, 1924, and complete occupancy was secured on October 1st of this year.

It is an admirably constructed building and is ideally adapted to the activities of this organization.

Aside from the general offices, the building provides adequate space for the valuable Social Research Library and for the numerous classes of the Institute for Social Education, and the various discussion groups, conferences, etc., of importance to the civic and intellectual life of Dallas.

While a little outside the business district, the building is readily accessible by numerous cross-town car lines, and has the further advantage of quiet, parking space and home-like atmosphere.

The Institute for Social Education, one of the larger activities of the Civic Federation, is especially well and adequately equipped for service in this new building, while the extension social research library is provided the space it very much needed.

The public is invited to participate in all the services of the organization.

### Retailers to Meet Jan. 19

The annual meeting of the Dallas Retail Merchants' Association will be held on the night of Tuesday, Jan. 19, and will be in the nature of a banquet, it is announced by President D. L. Whittle. The Association now has under way a complete survey of Dallas as a retail center that is expected to show startling growth as compared with the statistics of the last survey, made five years ago.

### To Hold Four Style Shows

The Dallas Wholesale Merchants' Association have decided to hold four style shows during their 1925 spring buying season, which starts January 25, and lasts three weeks. The dates of the style shows will be Jan. 26, Feb. 2, 9 and 16. Heretofore only three style shows have been held.

### A WIDE VISION

"The train must be late," said a stranger on the platform of a small station in the "plains country" of Texas, addressing a native. "I reckon it is," responded the plainsman, focusing his beady eyes down the track. "It's due here in an hour and I don't see it anywhere."

—Dallas News.

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The story of how John T. Orr, of Dallas, president of the Texas Farm Bureau Cotton Federation, rose in fifteen years from a poor tenant farmer to a prosperous landowner and head of one of the largest co-operative marketing organizations in the United States, is told in the November number of Farm and Fireside.

\*\*\*

Ray Stinnett and Simon Charninsky have sold a five-year lease on the Capitol Theatre to the Universal Film Corporation, of New York, for \$80,000.

\*\*\*

J. Barney Davis has been elected secretary and manager of the Empire Building and Loan Association.

Ed. S. Lammers was elected president of the Altrurians at their meeting last month. Other officers elected were: Heber Page, vice president; Alfonso Johnson, secretary-treasurer; Dave Tallichet, sergeant-at-arms, and Terry Moseley, founder and retiring president of the "X" Club, which is succeeded by the Altrurians.

\*\*\*

George Bird has been appointed general chairman of the committee making arrangement for the \$6,000 open golf tournament, to be held in Dallas Jan. 21-22.

\*\*\*

E. L. Prewitt has been elected an assistant cashier of the North Texas National Bank.

J. M. Allen was elected president of the Dallas Traffic Club at the annual meeting held last month. Others elected were: D. W. Thomas, first vice president; N. C. Calvert, second vice president; J. E. Farrow, third vice president, and A. J. Stone, secretary-treasurer.

\*\*\*

Mr. and Mrs. J. Thomas Owens, of Dallas, have given a \$25,000 organ to the First Methodist Church, South. The organ is being installed in the new church building at the corner of Harwood and Ross Ave.

\*\*\*

Martin Weiss has been elected president of the Oak Cliff-Dallas Commercial Association. He succeeds John E. Morriss. Milton McConnell was re-elected secretary for the fourth consecutive time. Grady Niblo and John M. Fouts were elected vice presidents, and Raymond Thomas, treasurer.

\*\*\*

Mrs. Earle D. Behrends has been elected president of the Dallas Federation of Music Clubs. She will fill the unexpired term of Mrs. C. D. Brewster, who has moved from Dallas.

\*\*\*

James M. Moroney has been elected president of the Dallas Hardware and Implement Club. A. P. Johnston was elected vice president; M. L. Sammons, secretary-treasurer.

\*\*\*

Dr. Harold I. Gosline, director of the Child Guidance Clinic of Dallas, has been elected chairman of the Southwestern regional conference of the Child Welfare League of America.

\*\*\*

A signal honor to Dallas was the selection of G. B. Dealey, president of the Dallas News and Dallas Journal, to accept, on behalf of the University of Missouri, a stone from St. Paul's Cathedral, presented by Sir Esme Howard, British Ambassador to the United States.

\*\*\*

Dallas has been selected as national headquarters for the insurance department of the Rural Mail Carriers' Association.

\*\*\*

J. M. England was last month elected president of the Dallas Kiwanis Club. Other officers elected were: Dr. J. F. Kimball and Dr. Leland C. Ellis, first and second vice presidents, respectively; R. G. Storey, dis-

## Christmas Letters Promote Good Will

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DALLAS

trict trustee, and M. J. Norrell, Walter Whitley, I. I. Lorch and P. L. A. Jeffers, directors.

\*\*\*

B. B. Littlejohn has been elected second vice president of the Dallas Service Grocers' Association to succeed John Dillion, resigned.

\*\*\*

John E. Morriss has been elected president of Dallas Automotive Trades' Association. Other officers elected were: J. M. Worsham, vice president; L. R. Filgo, treasurer; J. H. Connell, executive secretary.

\*\*\*

Luke B. Garvin and Joe Hutchinson, Jr., have been elected president and secretary, respectively, of the Texas Society of Certified Public Accountants.

\*\*\*

Jas. P. Simpson has been elected president of the tenth district, Associated Advertising Clubs of the World. Beeman Fisher was elected secretary, and Alfonso Johnson, director.

\*\*\*

Dr. O. M. Marchman of Dallas has been elected first vice president of the Southern Medical Association and Dr. E. H. Cary chairman of the board of trustees. Dr. H. Leslie Moore was elected chairman of the council of the association.

Stockholders of the Magnolia Petroleum Company, \$188,000,000 oil producing and refining company with headquarters at Dallas, have voted to merge that organization with the Standard Oil Company of New York.

### Miller Buys Cotton Mills

The C. R. Miller Manufacturing Company has purchased a controlling interest in the Pioneer Cotton Mills at Guthrie, Okla. This concern has also announced that a \$300,000 commercial bleachery and finishing plant would be erected, as soon as plans are completed at the Sand Springs Cotton Mills, Sand Springs, Okla.

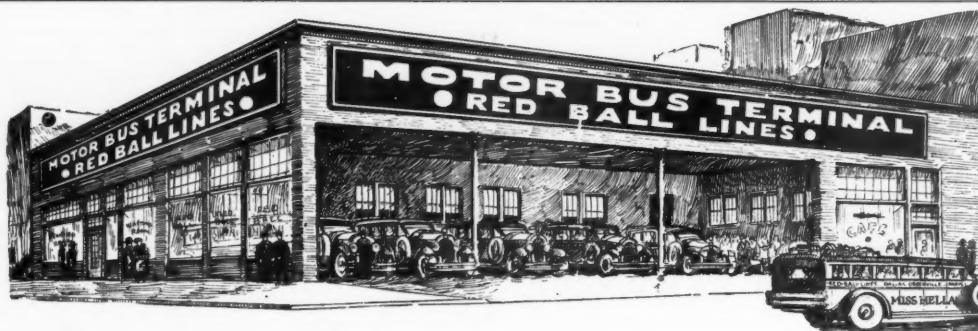
The C. R. Miller Manufacturing Co. is a Dallas organization with a capital of \$6,000,000. The units operated by the company are the Miller Cotton Mills, Waco; Dallas Textile Mills, Love Field; Texas Cotton Mills, McKinney; Sand Springs Cotton Mill, Sand Springs, Okla. A controlling interest is also owned in the Brazos Valley Cotton Mill at West, Texas, in addition to Guthrie Mill mentioned above.

Lubricating oil made from crickets has been found suitable for aviation, since it does not congeal even at high altitudes.

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## The Red Ball Stage Lines



## Manufacturing Opportunities

(Continued from page 15)

### Climatic Conditions

PROBABLY one of the reasons for the lack of a glass industry in Dallas is the prevalent belief that the climatic conditions in Texas would necessitate closing down of the plant during the summer. This cessation of activities during several months of the summer is a common practice in the North. A country with as high temperatures as Texas is reputed to have, would, apparently, be an illogical location for a glass factory.

Temperature, however, is largely influenced by humidity as far as working conditions are concerned, and these combined factors in Dallas are seldom excessive. The average annual humidity at 7:00 a. m. is 80 per cent. Humidity figures for the summer months are important. At 2:00 p. m. (over a period of years), the humidity at Dallas for July was 43 per cent, for August 53 per cent, for September 54 per cent.

The following table of temperature and humidity for 1924 will illustrate the climatic conditions of Dallas:

Month—	Average Temperature	Humidity Percentage	
		At 7:00 A.M.	At 12:27 P.M.
January	41	79	58
February	47	77	56
March	51	74	53
April	66	76	48
May	70	80	49
June	83	80	43
July	84	71	43
August	87	74	43
September	75	78	49
October	69	74	37
November	59	77	52
December	46	73	56
AV. ANNUAL	64.9	76	50

The foregoing figures will show that during the hottest months—June, July and August—the percentage of humidity is very low, and working conditions, therefore, are not oppressive. As a matter of fact, the glass bottle plant now located at Three Rivers, Texas, a considerable distance south of Dallas, has not suffered because of unreasonable climatic conditions, and the Dallas manufacturer need have no fear that climatic conditions would interfere with the successful operation of his plant.

### Manufacturing Conditions

#### (1) Fuel

The Dallas fuel supply consists of fuel oil, lignite, natural gas and coal. Costs vary from time to time, but the following prices are approximately correct: Fuel oil, \$1.25 per barrel at Dallas; lignite, \$2.05 per ton at Dallas; natural gas, from 17c to 25c per 1000 cubic feet, depending upon consumption; slack coal, \$4.35 per ton.

#### (2) Water

Dallas now has surface reservoirs with a capacity of 7,608,000,000 gallons, and a supplementary artesian supply of 3,600,000 gallons daily. Many industries drill their own wells as the artesian water is available all over the city at from 800 to 2750 feet. Nearly all the larger consumers have their individual wells. In addition to the surface reservoirs mentioned, and the artesian supply, work is rapidly progressing on the new

\$5,000,000 Lake Dallas which, when completed, will be one of the major artificial lakes of America. This reservoir will cover 10,444 acres, have a shore line of 65 miles and a maximum depth of 65 feet. It will impound 63,000,000,000 gallons of water and provide an adequate water supply for a city of a million population. The water rate is from 27c to 36c net per 1,000 gallons, varying with the amount consumed.

#### (3) Electric Current

There is no lack of electric energy in Dallas. The Dallas Light and Power Company maintains a complete plant in this city and, in addition, power is supplied to Dallas (in cases of emergency), over high voltage transmission lines from nearby cities. The company is also constructing an additional plant in Dallas to take care of prospective future needs, and a third plant is under construction by the Texas Power & Light Company at Trinity, Texas, near Dallas. This power will also be transported to Dallas over high voltage transmission lines. The electric light rate in Dallas is 6 cents net per kilowatt. The power rate varies with the amount of current consumed, with a minimum of 1.5 cents net per kilowatt.

#### (4) Labor

Open shop conditions prevail in all lines of industry in Dallas, eliminating labor difficulties, and leading to efficiency of labor. Living conditions, climate, better opportunity for advancement—these, and other factors, make Dallas attractive to workers, with the result that there is no discontent.

A point worthy of serious consideration is the type of labor available in Dallas. This is practically all native white labor, a class which is far more intelligent and adaptable than the usual foreign labor frequently employed in the glass industry. Furthermore, it is a type of labor which is teachable, and a type on which the labor turnover is comparatively low.

For labor as a whole there is no scarcity of supply in Dallas. New concerns, establishing factories in Dallas, have never been faced with a labor shortage. As a matter of fact, there is usually a slight surplus of labor, although never great enough to cause economic disturbances. The glass manufacturer establishing in Dallas need have no fear concerning labor conditions in this city.

#### (5) Glass Makers' Chemicals

Although Dallas itself has no glass industries at the present time, this city carries the largest supply of glass makers' chemicals in the entire Southwest. A complete line of all needed chemicals may be found in Dallas. These supplies are now being shipped out of Dallas to points in Oklahoma, Arkansas and Louisiana. A glass-maker, establishing in Dallas, would be in the fortunate position of having no freight rates to pay on his chemicals, as must be done by competitors in other sections of the Southwest.

#### (6) Factory Sites

Property may be secured in Dallas on very favorable bases. Industrial

sites are available along the lines of several Dallas railroads on the usual 6% valuation basis. Leases may be secured for 20 to 25 years with the option of renewal for like periods. There is also considerable private property available on a lease basis or on outright purchase.

### Distribution

DALLAS enjoys exceptional facilities for the distribution of merchandise to the Southwest. Over the nine railroads serving Dallas, there are operated 189 daily, less-than-carload package cars—more than from Kansas City, St. Louis and Chicago, combined, to the same territory. In addition, the electric interurban lines operate 18 daily freight trains, carrying an average daily tonnage of 400,000 pounds. While glass bottles move largely in carload lots, the carload movement from Dallas receives the high-class handling as does the L. C. L. movement.

The Dallas bottle manufacturer has at his command freight, electric interurban and motor transport service equalled by few other cities. Furthermore, with 50% or more of his market within 100 miles of Dallas, he could render his customers better service than can his competitors in other sections of the Southwest. Glass bottle consumers in the Southwest, as do the consumers of other products of Dallas factories, would much prefer to purchase in Dallas, if for no other reason than that the delivery service from this city is superior to that from competing centers.

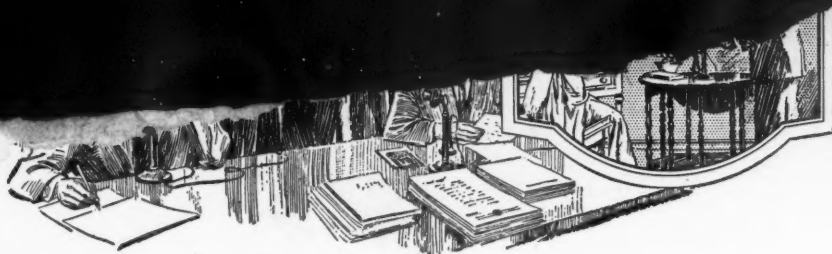
Dallas needs a glass bottle factory. The consumption in the Southwest, as has been shown, mounts to enormous figures every year. The farsighted glass bottle manufacturer who establishes a plant in Dallas will obtain the bulk of the present Southwestern business and the cream of the future trade, as the Southwest continues to grow in wealth and population. Further, through the highly favorable conditions for manufacturing this product in Dallas, such a manufacturer could compete for business very favorably in other sections of the country.

The opportunity is here. Who will grasp it?

## New Fire Insurance Company for Dallas

Organization of the Trinity Fire Insurance Company by J. E. Jarratt, R. A. Belknap and other well-known Texas business men, is rapidly nearing completion with a view of beginning active operation January 1.

Formation of the new company was undertaken after a survey of the need and the economic possibilities which Texas offers for another stock fire insurance company. Mr. Jarratt is president of the J. E. Jarratt Company of San Antonio, investment bankers, and Mr. Belknap is prominent in insurance circles in Dallas, being manager of two successful insurance organizations.



## Now—Mrs. Ivers has an Extension Telephone!

*(Mrs. Ivers was in her husband's office the other day.)*

"Well, I've had extension telephones put on all the desks, you'll notice," he remarked. "Saves a lot of walking and lets the men concentrate on their jobs. Wish I'd done it years ago."

"Do they cost much?" she asked.

"A few cents a week. Nothing when you figure the time and energy they save."

*(A Couple of nights later he looked into her room.)*

"Hello, what's this?" he queried.

"Oh, that," she said, smilingly, "is an extension telephone. You know, we women are learning things from you good business men."

*Visit a central office and see the signal lamp and other apparatus in operation. You are welcome at any time.*

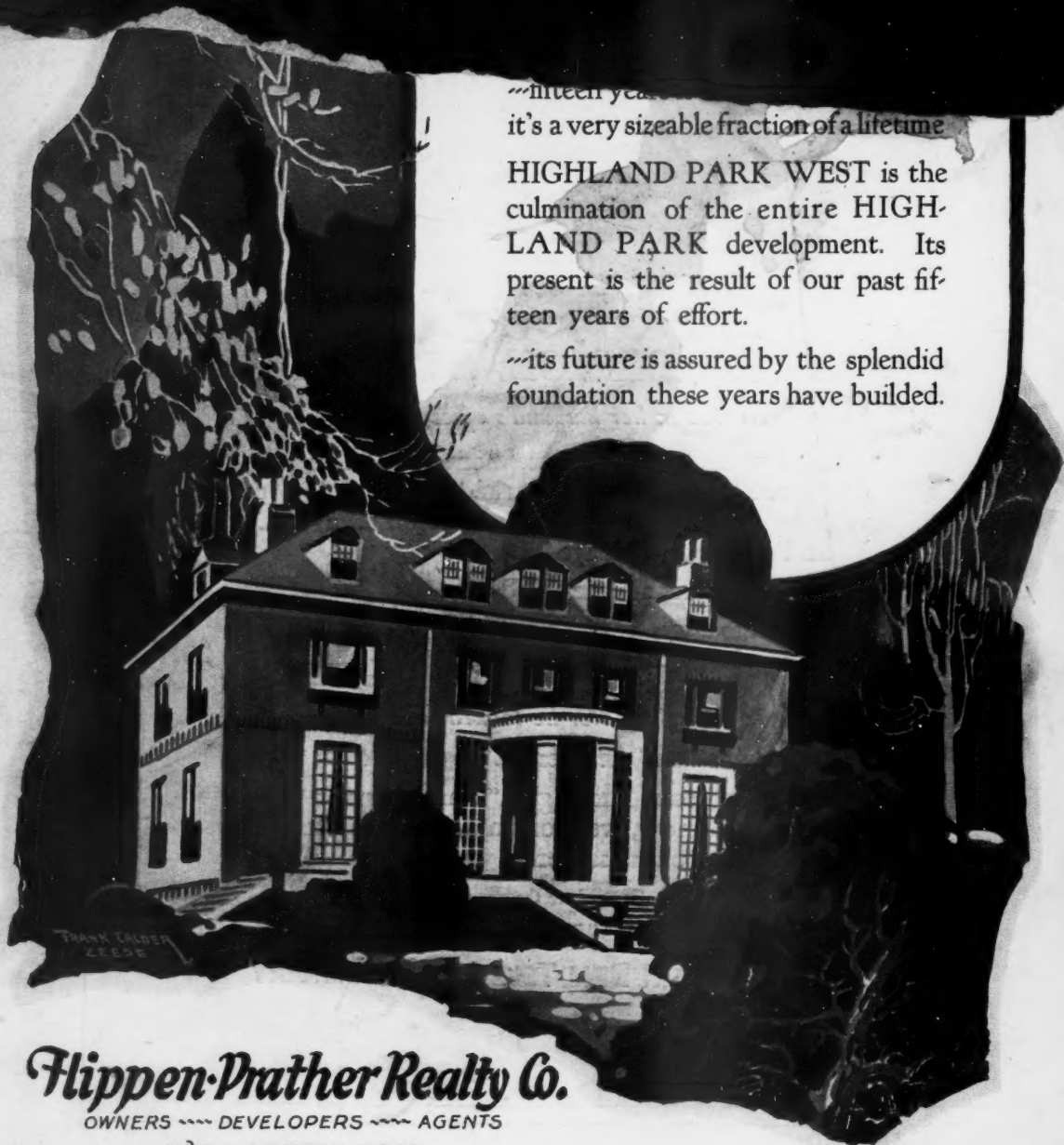
**SOUTHWESTERN BELL TELEPHONE COMPANY**



...fifteen years...  
it's a very sizeable fraction of a lifetime

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culmination of the entire HIGH-  
LAND PARK development. Its  
present is the result of our past fif-  
teen years of effort.

...its future is assured by the splendid  
foundation these years have buildd.



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